

CHEMIST & DRUGGIST

THE NEWSWEEKLY FOR PHARMACY

9 September 1995

Discharge planning taken on in Yorks

Record attendance for FIP's Stockholm forum

Sharpe's war: one man's stand against the FP10

Chemex '95: showtime at Wembley in review



A window on the world in a Glasgow pharmacy

Asda denies deliberate attack on RPM

Fisons says RPR bid undervalues strengths

New. The two best ways to treat a severe sore throat.

24 LOZENGES

DUAL ACTION

Strepsils

ANAESTHETIC FOR RAPID PAIN RELIEF
2 ANTIBACTERIALS TO TREAT INFECTION
MEDICINE FOR SEVERE SORE THROATS

Amylmetacresol B.P. 2,4-Dichlorobenzyl alcohol
Lignocaine hydrochloride Ph. Eur.

Now Strepsils are adding to the success of their established lozenges, with the launch of Strepsils Dual Action. These lozenges combine anti-bacterials to fight infection with an anaesthetic to numb the pain. What's more, they have a minty, pleasant taste. Effective, palatable and a name you can trust, you'll want to make sure you stock up on Strepsils Dual Action.



Adults and children over 12 years: one lozenge to be sucked every 2 hours as required. No more than 8 lozenges to be sucked in any 24 hour period. Not recommended for children under 12 years of age. If pregnant or breast feeding, consult your doctor before using this product. If you are allergic to any ingredients listed do not use this product. Consult your doctor if symptoms persist or if anything unusual happens. May occasionally cause allergic reactions. Keep all medicines out of the reach of children. Store in a dry place. Each lozenge contains active ingredients: Amylmetacresol B.P. 0.6mg, 2,4-Dichlorobenzyl alcohol 1.2mg, Lignocaine hydrochloride Ph. Eur. 10mg. Also contains: Sucrose, Glucose Syrup, Tartaric Acid, Flavoursings, Sodium Saccharin, Quinoline Yellow, Indigo Carmine. P. PL/0327/0078 Crookes Healthcare Ltd, PO Box 57, Central Park, Lenton Lane, Nottingham, NG7 2LJ

"The only thing I change more than my antiperspirant is my blouse."

What if you couldn't find an antiperspirant that worked?

What if you went on sweating so much that before the day was out you needed a change of clothing? As a recent Gallup survey revealed, this is the reality for a surprising number of people. Clinically the condition is known as hyperhidrosis and is linked to a fault in the body's internal thermostat. You may not have heard of it because it's a problem that sufferers generally keep to themselves, never imagining that help was available.

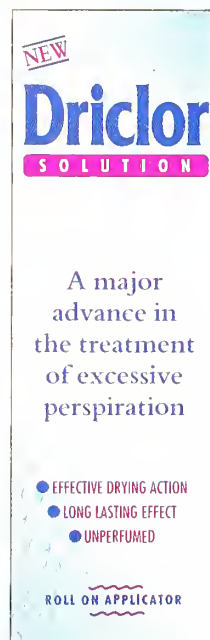
Excessive perspiration is a serious business. Gallup found that 10% of women suffer embarrassment because of it and a further 11% are frequently forced to change clothes or cover up. The level of dissatisfaction with existing antiperspirants might also surprise you. As many as 26% of all women asked

were interested in buying 'a new product successfully used by doctors' – if it became available from their pharmacist. This is your opportunity to help them.

The treatment is Driclor Solution, a specialist antiperspirant which was until recently only available on prescription. Now licensed as a pharmacy only product it is poised to help you reach a seriously large, and as yet unsatisfied, new market. New Driclor Solution is presented in a roll-on applicator and is designed to be

applied to affected areas nightly. The effects are long-lasting and so with time the number of applications can be reduced to 2 or 3 times a week, eventually less.

New Driclor Solution is **ready** to bring fresh confidence to the lives of thousands who, until now, never knew anyone cared. Will they find it in your pharmacy?



Pharmacy only
clinical antiperspirant

By now, most TV viewers will know that when editors decide to 'hold the front page', they have to 'drop the dead donkey'. Thus it was that, perversely, pharmacist Allan Sharpe's one-man 'private' NHS prescription campaign in the Welsh Valleys helped to push the Pharmacy Week celebrity launch off the national press agenda back in June. Mr Sharpe's long-running 'Robin Hood' initiative (p346) has continued to haunt him, keeping him in the news and away from his garden and Brecon summer sunsets.

Mr Sharpe is blessed with a clear vision of right and wrong in the NHS, in pharmacy and in life. He is thus able to act singularly, decisively and effectively. How many bureaucrats or executives on industry or trade councils would like to be the minority vote on a committee of one?

Few would deny that the profession needs more men and women of action. Perhaps Board and Council members at the National Pharmaceutical Association and the Royal Pharmaceutical Society, respectively, will feel aggrieved by Mr Sharpe's remarks that "They ... will not come out of their closets and ivory towers and take the risks of facing up to Government ..." and "... it's like a sleeping giant unaware of the power it has ...". After all, they often do take risks *and* face up to Government. But the perception is otherwise.

Someone has to translate the image of a profession in search of a role to one that has found it and that is confident of its place in society. Shortly, the profession will have an opportunity to have a say in its own future – to define its own moment – when the Society launches its search for a 'Pharmacy in the New Age' manifesto at next week's Warwick BPC. Until then, each pharmacist will have to do an 'Allan Sharpe' at local level to get across his or her own defining pharmacy philosophy.

CHEMIST & DRUGGIST

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CHEMIST & DRUGGIST

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N Yorks' pharmacists take part in hospital discharge project 334

Airedale General Hospital links up with 11 community pharmacies

Society previews its 'Pharmacy in the New Age' initiative 335

Year-long consultation process to be unveiled at next week's BPC

FIP in Stockholm: the world's largest pharmacy gathering 336

Hepler warns pharmacy is vulnerable to technological change

Mid-November for assistant course accreditation? 336

Experienced assistants still waiting for dates for MCQ exams



Sharpe stands firm on private dispensing 346

Mid-Glamorgan FHSA soon to deliver its verdict, but Allan Sharpe believes he has the right

Chemex '95: the show goes on at Wembley 352

News from the UK's largest pharmacy exhibition

In Glasgow and single-handed ... 358

C&D profiles Elizabeth Roddick's pharmacy, where the personal touch is on offer

Fisons urges rejection of RPR bid 360

Strengths in respiratory drugs undervalued



Asda denies loyalty card scheme a deliberate attack on RPM 360

PATA promises action if members demand it

Wiltshire pharmacists line up to promote better health 368

Local MPs hand out certificates to the 20 who finished the course

REGULARS

Comment	333	Questions & Answers	349
News	334	Business News	360
Pharmacist Pen Portrait	337	Coming Events	361
Topical Reflections	337	Classified Advertisements	362
Prescription Specialities	338	Business Link	364
Counterpoints	340	About People	368

Yorkshire pharmacists handle discharge plan

Eleven community pharmacies in North Yorkshire are taking part in a hospital discharge planning project.

Pharmacists at Airedale General Hospital will identify patients willing to take part, write a brief medical and pharmaceutical history and send the information to a nominated community pharmacist. The latter will check if the prescribed medicines, appliances or dressings are available in the community and, if not, contact the hospital for a suitable alternative. The

pharmacist will also 'flag' the patient medication records for future reference.

On receiving the GP's prescription, the community pharmacist will check it against the hospital discharge information and alert the doctor to any discrepancies. Patients will be counselled about any dosage changes.

During a two-month run-in period, which started last Monday, pharmacists will keep records of any problems encountered with patients newly discharged from hospital and will

not receive any information from the hospital pharmacy. During the study period, pharmacists will keep records of how any interface problems were solved. At the end of the study, the results will be compared with those in the run-in period.

The views of participating pharmacists, patients and GPs will also be sought.

Each pharmacy will receive a single payment of £50 from the FHSA. The scheme aims to look at the role of community pharmacists in seamless care.

Healthy hearts initiative under way

Community pharmacists are to play a central role in the latest heart disease campaign.

The 'Heart Check' initiative aims to encourage coronary heart disease patients to have all their risk factors assessed regularly. Community pharmacists are being asked to display posters, patient information leaf-

lets and a healthy heart checklist for patients.

Belfast community pharmacist Dr Terry Maguire points out: "Health promotion for patients with existing coronary heart disease, for example when dispensing a prescribed medicine, should be part of the pharmacist's role."

The need for a campaign is highlighted in a MORI survey of 300 CHD patients, which revealed only 50 per cent of sufferers had had a cholesterol test at the time of diagnosis.

The Family Heart Association, Royal College of Nursing and the Association of British Cardiac Nurses are running the scheme.

Encouraging response rate to services and practice survey

South London community pharmacists have proved keen to air their thoughts on the services they offer.

A survey on pharmacy services and practice, conducted on be-

half of the Lambeth, Southwark and Lewisham Health Commission, gained a 97 per cent response rate from the area's 182 pharmacies.

Results are expected at the

end of the month and will be relayed to pharmacists in an October seminar, comments Peter Richardson, the Health Commission's pharmacy contracts manager.

Proflex stays in pharmacy

Zyma Healthcare has received a GSL licence for Proflex, but is to restrict sales to pharmacies only.

The company took this decision after seeing how pharmacists reacted to other companies' plans to make ibuprofen available through non-pharmacy outlets.

A spokeswoman explains that Zyma applied for a GSL licence as part of an ongoing process, but after considering all the options decided against selling through supermarkets. One advantage of Proflex becoming GSL is that it can be sold on open display in pharmacies, she adds.

The company has also applied for a GSL licence for Proflex cream and expects to sell that exclusively through pharmacies, too.

National Pharmaceutical Association director Tim Astill has welcomed the move.

● The NPA, in its monthly newsletter, has requested pharmacists submit anecdotal evidence on ibuprofen misuse.

ALPS talks marriage

The effect that changes to NHS structure will have on local pharmaceutical committees comes under the microscope at the latest Association of LPC Secretaries' seminar.

At the October meeting, attendees will discuss 'Marriage or divorce?' – the future status of, role and the financial implications for LPCs following the introduction of new NHS boundaries on April 1, 1996.

Speakers include Pharmaceutical Services Negotiating Committee secretary Stephen Axon, PSNC's financial executive, Godfrey Horridge, and Michael Levitan, secretary to the Middlesex group of five LPCs. PSNC is funding part of the cost of the seminar.

As all LPCs will be affected by the changes, the organisation is extending its invitation to non-member LPC secretaries.

The event kicks off at 10.30am on October 5 at the Forte Posthouse, Coventry. Attendance is free and lunch will be provided.

For more information, contact ALPS secretary Jean Rothwell on 01204 847896.



HONEYSETT

See page 352 for a review of Chemex '95

Society looks to future of profession

The Royal Pharmaceutical Society is to launch its 'Pharmacy in the New Age' initiative at next week's British Pharmaceutical Conference.

"It's about what pharmacists want or don't want for the future and the steps that need to be taken to get there," says Society head of PR Beverley Parkin.

The year-long consultation process will kick off with a 'green paper' to be published before Christmas, which aims to encourage debate among the profession. To promote dissemination of this discussion document and to ensure membership feedback, the Society plans to appoint pharmacists at a local level to act as spokespeople.

The bulk of the work on the discussion document is expected to occupy the first half of 1996 with a final strategy produced in time for next year's BPC.



The Royal Pharmaceutical Society of Great Britain previewed its 'Pharmacy in the New Age' initiative at Chemex. Council member Dr Alison Blenkinsopp runs through its finer points with D Mehta of Seaman's Pharmacy in Wimbledon

Surgichem to offer carer training for pharmacists

Surgichem has launched a new division to undertake care home training on behalf of community pharmacists.

Surgichem Training will offer its package to care staff and home carers, with pharmacists receiving a 'commission' fee for each person signing up for the training course. This fee is expected to be in the region of \$10 per delegate.

The scheme "allows the phar-

macist to offer this service without the hassle of having to write a module", says Surgichem's director of professional services, Dr Andrew Gitsham.

The division is aiming for NVQ accreditation by the end of the year.

Another Surgichem subsidiary, Pharmaceutical Care Services, introduced its pharmacist training programme at last weekend's Chemex (C&D July 15, p92).

Pharmacists who complete a one-day training course on operational details and clinical pharmacy aspects of medication management will be accredited by PCS as offering a pharmaceutical care service. Supplementary courses will also be available covering four clinical pharmacy topics and 13 business and management skills areas. The cost for each course is expected to be \$100.

Tesco on the road to a healthy life

About 10,000 customers have already visited Tesco pharmacies' Healthy for Life Roadshow, which aims to raise the profile of pharmacists and the advice they give.

Tesco's superintendent pharmacist, Mike Rudin, said at a conference in London this week that the company's pharmacists were ideally placed to encourage healthy lifestyle changes. In a typical week, an average of 20,000 customers pass through a Tesco store. The company is particularly interested in the part pharmacists can play in advising on healthy diets.

"We have recently tested two initiatives linking our Healthy Eating brand with lifestyle advice available from our pharmacies," said Mr Rudin.

Because pharmacists were likely to be asked more about healthy eating "we are looking to provide extremely high levels of expertise to our pharmacists and staff in the area of nutrition," he said.

"We are also considering extending our health promotion services to include advice on other aspects of lifestyle, such as exercise and giving up smoking," he continued.

Defending in-store pharmacies, he said the advantages to the patient were longer opening times, the convenience of obtaining medical supplies at the same time and place as their essential weekly food, and accessibility - superstores had good parking facilities and buses were often laid on for customers who did not drive.

Tesco was well on the way to achieving its goal of 150 in-store pharmacies by 1997, he continued; 99 per cent of existing pharmacies had private consulting rooms which were popular with both customers and staff.

Dorrell opposes hike in script charges

The health secretary, Stephen Dorrell, is understood to be arguing that there is a strong political case for not imposing another large rise in the prescription charge.

He has also significantly raised his Department's bid in the public spending round, according to the *Financial Times*, saying the money is needed to prove Government's commitment to the NHS.

A Department of Health spokesman says the reports are "speculation at this point".

● The threat of industrial action in the NHS was averted earlier this week, with a compromise agreement between the Government's commitment to locally negotiated pay, and the health unions' demands for an element of national negotiation.

This year the deal will give the health unions approximately 3 per cent.

Boots' decision overturned

Pharmacists in Ferndown, Dorset, have successfully appealed against the granting of a contract to a Boots' pharmacy in a village one mile away. Boots is believed to be faxing prescriptions to its nearby Wimbourne branch, which does hold a pharmacy contract.

Signed up ...

The City & East London FHSA has registered 96 local pharmacy assistants on the NPA's Pharmacy Interact training programme at a cost of £49.50 each. It is the first FHSA in the country to fund assistant training in this way.

Interactive training

The Centre for Pharmacy Postgraduate Education is to use interactive computerised keypads at 120 of its autumn training sessions. The software comes courtesy of IML.

Fundholder frenzy

The sixth wave of fundholding means non-fundholding GPs will be in the minority. According to the Government, over 50 per cent of GPs will be fundholders by next April.

Malaria debate

Birmingham FHSA is seeking legal advice on whether malaria prophylaxis is prescribable on FP10s. The DoH says it is not, whereas the GMSC believes GPs can prescribe it both privately and on the NHS (C&D last week, p308).

Record attendance at FIP

There are 25,000 islands, rocks and skerries in the Stockholm archipelago. Last week, it seemed that there was a pharmacist for every one of them. The 55th World Congress of the International Pharmacy Federation (FIP) attracted more than 3,000 participants from 80 countries –

the largest gathering of pharmacists the world has ever seen.

Congress participants ranged from students to the chief executives of some of the world's largest drug companies. Communicating was not a problem: English is rapidly becoming the international language of pharmacy.

The UK was well represented at FIP, David Sharpe and Jane Nicholson are both vice presidents, and the hospital and administrative pharmacy groups are led by Englishmen Colin Hitchings and Jon Merrills.

The Congress is to be held in Jerusalem next year.

Dispensing doctors: a global problem

Dispensing doctors are a worldwide problem for community pharmacists, and they might be a serious obstacle to the future development of the profession, concludes a report published by the FIP's community pharmacy section.

A working group began its survey

after last year's World Congress in Tokyo, and sent questionnaires to many countries. The results indicate that dispensing doctors are a problem in many parts of the world.

The report concludes that dispensing doctors are unnecessary and expensive. It notes, however,

that this view is not shared by many medical groups, which urge that the distribution of drugs should be totally liberated.

A spokesman for the report said: "Money is the only motivation of dispensing doctors. Their final aim is to eliminate their pharmacist colleagues."

NEWS



An Asian language CHD patient pack, containing information on hypertension, heart disease and cholesterol, and dietary and lifestyle advice reflecting Asian culture, is now available to pharmacies. It has been developed by the Overseas Doctors Association and Merck Sharp & Dohme. Copies are available by writing to Freepost Mother Tongue Campaign, PO Box 5315, London OW2

Wiltshire promotes healthy relations

Wiltshire & Bath Health Commission is to set up a GP-pharmacist working group to develop inter-professional contacts.

"We are trying to investigate ways of increasing liaison with GPs and pharmacists," says pharmaceutical adviser Jeremy Morris. The HC is keen to take forward any ideas generated by the working group.

The move comes as a response to a community pharmacy seminar earlier this year which broached the subject of inter-professional relationships.

Mid-November for assistant course accreditation?

Would-be providers of accredited courses for assistants who need to meet the Royal Pharmaceutical Society's training requirements by July 1 next year are unlikely to know the fine detail of what is required until mid-November.

The Society's nominated accreditation body – the College of Pharmacy Practice – is presently waiting for the final job specification agreed with RPSGB officers. The agreement will be put to the October meeting of Council for ratification.

The CPP and the Society plan to launch their proposals to course providers at the end of November. Then courses already under way – such as *Chemist & Druggist's* Cambridge Counterpart and the National Pharmaceutical Association's *Interact* – will be put forward for accreditation.

Experienced assistants – those who have worked on the medicine counter for more than 16 hours a week for three of the last five years – will have to wait a little longer to discover when they can take the multiple choice question paper. Autumn is the expected date for the first exam.

The MCQ is being trialled at the moment. Assistants will be able to take the exam in their own pharmacy under their pharmacist's supervision on one of three dates to be set before next July.

Pharmacy on the road

Pharmacists at the Congress were surprised to find a pharmacy in the car park – a 30ft trailer containing everything needed to provide a full service.

The mobile pharmacy is used by Apoteksbolaget, the Swedish pharmacy company, to provide continuity of service during extensive refits, and also to provide services in a civil emergency.

Customers wait to be served in a comfortable 10sq m reception area, which includes seating. The dispensary, at 21sq m, is larger than the RPSGB minimum, and contains two computers, printers and storage for stock. Patient packs are stored in the familiar, continental drawers. There is a fridge and secure cupboards for hazardous chemicals.

The dispensary is large enough for up to five people to work in.

Canadians paid not to dispense

Canadian pharmacists are paid even when they refuse to dispense a prescription, FIP delegates found out last week.

The system was explained by Professor Yves Gariepy, an adviser to the Quebec Ministry of Health. The original agreement was negotiated back in 1978, and has been expanded since. Under the current scheme, pharmacists set aside 1 per cent of their dispensing fee. This money is paid out when pharmacists intervene in the prescribing process.

Importantly, Canadian law defines a prescription as an authority to dispense, and not as an order to the pharmacist to do so.

For example, a pharmacist will

Pharmacy guru warns that the squeeze is on

Pharmacy in the developed world is in a state of contraction, with falling fees and outlets closing, warned Professor Charles Hepler – guru of pharmaceutical care.

Pharmacy's functions of drug supply and advice are vulnerable to technological and social changes, he told the FIP Congress last week. He cited greater automation and mass communication. The market will not encourage an expanded role: each pharmacist must decide whether to follow his or her own professional ideals.

While drugs have increased the quality of patients' lives, pharmacists have failed to achieve recognition for the part they play in the process. Pharmacy practice is not about supplying drug products, but about improving health outcomes through drug therapy.

Drug products are not perfect, he cautioned. Patients' quality of life may also be diminished by drugs. Professor Hepler described current drug therapy as akin to "driving a car with the windscreen painted black". It was possible to aim in a broad direction, but you could not steer.

He emphasised the need to monitor patients to optimise treatment. Using the example of a urinary tract infection treated by antibiotics, he pointed out that UTI should begin to resolve in 48 hours. If not, further treatment will be unsuccessful. Pharmacists do not generally check on this, but a phone call to the patient is all that is needed. 'Closing the loop' improves both treatment and the public perception of the pharmacist's role.

Pharmacists should not take over responsibility for therapy, but should be responsible for monitoring that it works, he said.

be paid a fee if he gives a written opinion to the prescriber which comments on the unsuitability of the script for the patient.

Pharmacists may also be paid for making certain therapeutic substitutions, for reporting to the doctor that the patient is not complying with his/her therapy, and for reminding the doctor that the patient is taking more than eight different drugs.

Payments are also made for filling dosette-type compliance aids. These fees are seen by Canadian pharmacists as recognising their professional skills, while ensuring that they do not lose fees when acting in the best interest of the patient.

PHARMACIST PEN PORTRAIT

Michael Chapman



● **Qualified** in 1964 after apprenticeship at Middlesbrough General Hospital and graduating from Sunderland Polytechnic.

● **Career** Returned to Middlesbrough as senior pharmacist until 1965. Moved into retail pharmacy, working initially at Hanna's Pharmacy in Bangor, Northern Ireland, and then in Lancashire at Thomas' Chemist, Garstang, and Peter Edsforth Chemist, Carnforth. Bought his first business, Chapman's Chemist, in 1972 in Ilfracombe, Devon, which expanded to a small chain of six outlets – all in the South West. In 1982, he consolidated his business in Taunton, Somerset, where he now runs three pharmacies.

● **Committees** LPC member and on the FHSA board, chairman of Unichem regional committee, founding chairman of the Hospice Pharmacists Association (now ordinary member), twice served as chairman of the RPSGB Regional Committee, and community pharmacy representative on SCOPE.

● **Hobbies** Fell walking, singing, gardening, supporting Middlesbrough Football Club.

● **Outlook on life** 'Keep on persevering' is his old school motto, which still holds true.

● **Pharmacy philosophy** He would like to see the pharmacist's advisory role developed to its full potential, with retail pharmacies eventually becoming true health-care centres.

"We need to convince Government that pharmacists have a vital role to play in the distribution of all medicines in the community and that supermarkets, corner shops, garages, etc do not. GSL ibuprofen is madness and undermines the pharmacist's *raison d'être*," he says.

Michael also believes the poor image of pharmacy could be improved by separating the sale of non-medicinal goods or banishing them altogether. Stronger links with hospital colleagues could contribute towards providing seamless care for the patient.

Flavours out of favour

I cannot remember the last time a prescriber actually listed the flavours for Ensure or Fresubin but, as of September 1, this will be the requirement on FP10s before we are paid the multiple fees we now receive by endorsement (*C&D* September 2, p298).

However, the probability of any prescriber voluntarily listing flavours is remote and any request for such a list would probably be met with understandable incredulity. The best I can hope for is the indication 'assorted', but whether this will be sufficient for the Prescription Pricing Authority to pay for multiple flavours remains to be seen!

In common with many pharmacists, I have encouraged patients to try different flavours and therefore boost my fees. I make no apology for this practice, but I can, nevertheless, understand the Department's concern.

As the number of flavour permutations continues to escalate, the fee system (which is supposed to reflect the amount of work done) becomes distorted and can only be restored by removing this anomaly.

However, while accepting the principle, I would expect, in return, an immediate adjustment in general dispensing fees to cover the global sum shortfall. To wait until next year's balance sheet would be patently unfair, particularly as the same statistics that initiated the change can just as accurately be used to calculate the necessary increase.

Unrest needs a focus to bring change

The only jackpot community pharmacists are ever likely to hit is on the National Lottery. Last week, Andrew Hall and four assistants from Ashton-on-Ribble in Lancashire achieved just that, confounding the odds to win £450,000 each.

Topical Reflections



pharmacy continues to increase efficiency for no financial recognition.

The NPA can detect signs of unrest but, in order to effect genuine change, this unrest must become universal and its focus a united militancy. After this interview with Mr Malone, I, for one, am prepared to man the barricades, but how many of my colleagues are prepared to follow?

A great day out with Dotty

Dotty and I had a really good day out at Chemex on Sunday, meeting old friends, making many new ones and buying some real bargains as a bonus. All the stands seemed busy, which must be good news, but at the end of the day I was exhausted and was glad I had taken 'good advice' and let the train take the strain.

I was told that Monday is a much less hectic day, when all the corporate buyers and their expense accounts give a more refined air to the proceedings, but Dotty says that this is just sour grapes and that I really do like the independent rat race!

At any rate, we both enjoyed ourselves, although neither of us won anything at any of the many competitions laid on by the various exhibitors. Dotty almost beat the buzzer on the *C&D* stand, and both of us thoroughly enjoyed playing with all those free chips of illusory money, courtesy of APS! The wheel of fortune may not have spun in our favour on the day, but it was good fun trying and, just for once, using someone else's money!

Meanwhile, as *C&D*'s editor stated in his **Comment**, it is the NHS lottery that continues to rule community pharmacists, but here the odds are firmly stacked against us, since there is no jackpot to win from our ever-increasing stake in NHS services. What is clear is that Gerald Malone is arrogantly content to take all contractors to the cleaners, while throwing independents to the multiple wolves. He refuses to accept any responsibility for the parlous financial straits now facing many pharmacists, but is perfectly happy to continue a financial war of attrition against the profession and allow market forces to bankrupt the weak.

This one-sided war will continue for as long as pharmacists ignore its consequences. As the leader in the National Pharmaceutical Association's August 'Pink Supplement' stated, no amount of reason will change the attitude of the Department of Health while community

SCRIPTspecials

New treatment for osteoporosis

Fosamax is a new treatment option for post-menopausal women with osteoporosis.

Alendronate, the active ingredient of Fosamax, is an aminobisphosphonate, which is a potent inhibitor of osteoclast-mediated bone resorption. Manufacturer Merck Sharp & Dohme says it is the first treatment which can reverse the process of osteoporosis as well as building histologically normal bone, thus reducing the risk of fracture at all sites.

The recommended dosage is 10mg once daily, which must be taken at least 30 minutes before the first food, drink or medication of the day, with a glass of water. This is because the absorption of Fosamax can be reduced by some medications,

foods and drinks (including mineral water).

Fosamax is not recommended for patients with mild, or moderate to severe renal impairment. As with other bisphosphonates, Fosamax should be given with caution to patients with active upper gastro-intestinal problems. Calcium supplements, antacids and some oral medicines are likely to interfere with the absorption of the drug, so patients should wait for at least 30 minutes after a dose of Fosamax before taking any other medication.

A 28-day calendar pack of Fosamax costs \$25.69.

Placebo-controlled trials of alendronate over a three-year period found that treatment with the bisphosphonate could in-

crease bone mineral density by 6.8 per cent and was as well tolerated as placebo. Abdominal pain was the only clinical side-effect that occurred significantly more frequently in treated patients. However, it was not of a severity that led women to discontinue therapy.

Osteoporosis is estimated to affect 30 per cent of post-menopausal women. Its consequences, particularly hip fractures, are associated with considerable costs in human terms, as well as financial. Up to one in five people who suffer a hip fracture die within a year and many of those who do recover require long hospital stays and community care.

Merck Sharp & Dohme Ltd. Tel: 01992 467272.

Products on the move

Distribution of the following products has been transferred from Lilley Industries to Novex Pharma with immediate effect and new basic NHS prices have been introduced: Fenopron 300mg (100, £9.45) and 600mg (100, £18.29); Ilosone Capsules 250mg (100, £31.32); Ilosone Tablets 500mg (12, £7.48); Progesic Tablets 200mg (100, £16.63); Haelan Cream and Ointment (60g, £3.26); and Haelan Tape (50cm, £4.05 and 200cm, £13.62). Novex's distributor is:

Distribphar UK. Tel: 01895 837779.

Nitrocontin Continus 2.6mg

Asta Medica says it is discontinuing Nitrocontin Continus Tablets 2.6mg when current stocks are exhausted. Nitrocontin Continus Tablets 6.4mg remain available.

Asta Medica Ltd. Tel: 01223 423434.

Pylorid – new *H pylori* eradication combination

Pylorid, a new combination product which has been developed by Glaxo Wellcome specifically for *Helicobacter pylori* eradication, is now available. The tablets, containing ranitidine bismuth citrate 400mg, are to be used in a dual therapy combination along with clarithromycin.

According to Glaxo, this combination offers anti-secretory, cytoprotective and anti-*H pylori* activity, producing eradication rates of 82-94 per cent.

Pylorid is indicated for the treatment of duodenal and benign gastric ulcer, eradication of *H pylori* and prevention of relapse of duodenal ulcer when used in combination with amoxicillin or clarithromycin.

The recommended dose for duodenal ulcer is 400mg twice daily for four to eight weeks, and for benign gastric ulcer 400mg twice daily for eight weeks. For *H pylori* eradication the recommended daily dose is 400mg twice daily combined with 1-1.5g clarithromycin or 2g amoxycillin in divided doses for the first two weeks, followed by a further two weeks' treatment with Pylorid 400mg alone to help ulcers heal. A maximum of 16 weeks' treatment in any one year is advised.

Pylorid is available in packs of 28 or 56 tablets. The basic NHS prices are \$26.00 and \$52.00 respectively.

Glaxo Pharmaceuticals UK Ltd. Tel: 0181 990 94444.

MEDICAL MATTERS

Endorsement of influenza vaccination policy

The influenza vaccine is effective in reducing mortality from flu and efficacy seems to be greater after repeated annual vaccination, reports *The Lancet*. This offers further support for the current UK guidelines for annual flu vaccination, as well as the continuing effort to increase vaccine coverage in at-risk groups.

Although the Department of Health recommends annual vaccination for at-risk groups, such as adults and children with chronic diseases (asthma, diabetes, renal failure), or immunosuppression and for those who live in residential care, the uptake remains low (10-40 per cent). It has been suggested that

this situation has arisen because of concerns about the efficacy of repeated vaccinations.

In a case-control study, it was found that mortality was reduced by 9 per cent in patients who received vaccines in the current year, which rose to 75 per cent if the patients had previously been vaccinated.

For prescribing information, see

data sheet. **REGAINE TOPICAL SOLUTION 2% Minoxidil.**

Presentation: Clear, colourless to light yellow liquid for topical application, containing minoxidil 20 mg/ml. **Uses:** Treatment of alopecia androgenetica. Slowing of hair loss in patients with diagnosed male pattern baldness.

Dosage and Administration:

Apply 1 ml Regaine Topical Solution twice daily to the centre of the affected area of the scalp. The total daily dose should not exceed 2 ml. The method of application varies according to the disposable applicator used. In all cases the hair and scalp should be thoroughly dry, and the solution allowed to dry without the use of a hair drier. Twice daily application for 4 months or more may be required before evidence of hair growth stimulation can be expected. Onset and degree may be variable. Relapse to pre-treatment appearance following discontinuation of medication has been anecdotally reported to occur within 3-4 months. Patients should discontinue treatment if there is no improvement after one year.

Contra-indications, Warnings etc.

Contra-indications: Hypersensitivity to any of the components of the preparation. **Warnings:** Regaine is for external use only. Use only as directed. Do not apply to areas of the body other than the scalp. Use of Regaine results in slight absorption (an average of 1.4% of the applied topical dose) of minoxidil from the skin and the potential for systemic effects should be considered. The most frequently reported adverse effects have been minor dermatological reactions. **Precautions:** Patients with hypertension should be monitored closely when treated with Regaine. Regaine contains an alcoholic base which will cause burning and irritation to the eye. The safety and effectiveness of Regaine in patients under 18 or over 65 has not been established. As for other preparations, concomitant damage of the skin may lead to increased absorption of minoxidil. Regaine should not be used during pregnancy or lactation. Regaine should not be used in conjunction with other topical agents. **Legal Category:** P **Package Quantities:** Bottles of 60 ml with one or more of the following disposable applicators: pump spray, extended tip, or rub-on assemblies. **Product Licence Number:** PL0032/0136. **Holder of Product Licence:** Upjohn Limited, Fleming Way, Crawley, West Sussex, RH10 2LZ. **Date of Preparation:** July 1995. **Pricing Information:** £21.23 excl. VAT. **Trademark:** Regaine.

Upjohn

This September Upjohn invite you to strike OTC gold.

Upjohn have a history of impressive Rx breakthroughs - from antibiotics to life-saving heart treatments. Now we're gearing up to launch one of the most significant OTC treatments of modern times. One which is likely to be of interest to 9 million people across Britain - and only available from pharmacy.

The product's name is Regaine*. The first non-prescription treatment to check advancing baldness.

In independent clinical studies, Regaine was shown to make a significant difference. One which you'll see clearly in the clinical support we plan to make available to pharmacists.



Regaine is the only treatment clinically proven to stop hair loss. That's the reason it's the only one that's ever been licensed for prescription use by doctors. Backed by a massive £2 million

launch campaign with full pharmacy support, Regaine will provide your customers with new levels of care, and you with a unique profit opportunity in a major new sector.

Regaine representatives will be visiting pharmacies throughout September. OTC stocks will be available from wholesalers later that month. For further information please contact Upjohn Limited (Tel: 01293-531133) to ensure you take full advantage of this unique new profit opportunity.

Regaine. The first OTC medicine (Minoxidil) to check advancing baldness.

Unichem set to boost own-brand counter business

Unichem is set to boost its own-brand counter business by relaunching and refocusing on its healthcare products.

Janice King, general manager marketing, hopes to increase own-brand counter business to a heady 25 per cent. It currently stands at 7 per cent.

The own-brand initiative involves a \$500,000 investment in design, advertising, point of sale and promotion. Key elements include the repackaging of 100 core lines, consistent design to unify the Unichem range, consumer advertising in women's magazines (which will move away from price promotions to a focus on quality healthcare) and new product lines.

There are to be 35 new product launches in October – and more in the pipeline. October introductions include the first own-brand



pregnancy testing kits, meal replacements, disposable bibs and an allergy relief range.

In order to boost own-brand distribution, Unichem has appointed Ceuta Healthcare to act as distributor for the range from October 1.

● Other key areas for Unichem will be baby care and film (a single-

use camera is set for the Christmas period).

The remaining own-brand lines (mainly toiletries) will continue as before, but will be given no promotional support. Janice King says lines may be rationalised and some discontinued in time.

Unichem plc. Tel: 0181 391 2323.



Dequacaine's extended campaign

Crookes Healthcare has nearly doubled its media spend on Dequacaine lozenges for winter.

With \$1 million backing, a repeat of last year's successful ad will feature in a nationwide 48-sheet poster campaign. This will target 16-30-year-olds via

prominent sites during January and February. In addition, consumer booklets will be available. Pharmacy support will involve a four-page training guide for assistants to go out at the end of this month.

Crookes Healthcare Ltd. Tel: 0115 9507431.

Ricola reaches the small screen

Ricola herbal cough lozenges are to benefit from a TV campaign.

A £1.6 million package includes a TV commercial for the original lozenge in the south east England region from December to February, 300 poster sites in the London

Underground and the distribution of 1.2 million samples of the Swiss Herb and Sugar-free Lemon-Mint lines. The company has also added a new Blackcurrant variant.

The Cedar Health sales team intends visiting every pharmacy in the south east before the campaign breaks.

Cedar Health Ltd. Tel: 0161 483 1235.

Assistants to be stars of the show

Pharmacy assistants are the stars in Intercare's latest training approach.

The Tixylix Child Health Initiative aims to help community pharmacists build their paediatric business and develop pharmacy as a source of advice for mums.

The scheme will put pharmacy assistants in the front line as stars in a series of photo stories, which show them tackling children's coughs and colds. It also includes:

● a child health protocol

and a recommendation chart for assistants

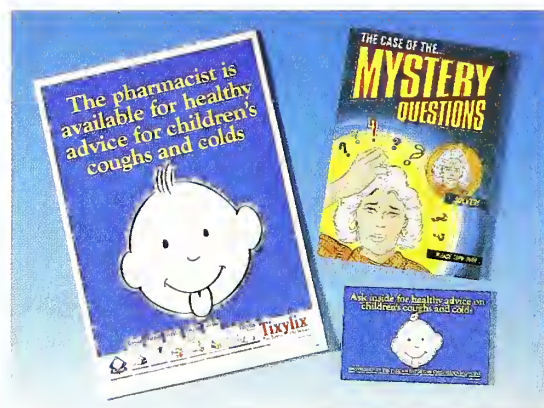
● regional press and national TV advertising, which directs customers towards their local pharmacy

● open and closed signs, window showcard and shelf edgers.

The National Pharmaceutical Association has approved the Initiative.

Further information about the scheme is available from the Intercare sales force.

Intercare Products Ltd. Tel: 01734 790345.



Tixylix cracks kids' catarrh

Intercare continues its Tixylix range expansion this season with the launch of Tixylix Catarrh.

Aimed at treating post-cold catarrh in children aged one to ten years, the product contains 7mg diphenhydramine and 0.55mg menthol in a 5ml raspberry-flavoured spoonful. It clears blocked, stuffy noses and eases breathing with a dosage regimen of one 5ml spoonful four times a day for children aged one to five years and 10ml four times daily for those aged six to ten.

"We know from research that post-cold catarrh is an uncomfortable problem for many children and there is a lot of use of 'adult' remedies," says senior product manager Amanda Jenkins. She estimates the children's decongestant market

could be worth around \$4.6 million.

Tixylix Catarrh has been positioned to slot into the Tixylix range with a 100ml pack size retailing at \$2.45. It will be supported as part of the Tixylix range in a \$1m winter campaign comprising national TV and regional press advertising, and educational and display material for pharmacies.

Intercare says the range has a 45 per cent share of the children's cough and cold sector, with its Night-time variant the brand leader, followed by Cough and Cold, and last year's launch, Chesty, holding fourth place. The 1994/95 season saw a 24 per cent growth for Tixylix, more than triple the market rate, says the company.

Intercare Products Ltd. Tel: 01734 790345.

When it comes to powerful pain relief you have to hand it to Paramol®



Paramol is one of the fastest growing strong analgesic brands on the market - and also one of the most widely recommended by pharmacists.

This strong success is set to grow with the launch of a popular 24 tablet pack, and a £1.5 million spend, starting with a major autumn and winter campaign in quality women's magazines from September.

Which is why even more of your customers will soon know about Paramol Tablets' unique combination of the powerful analgesic Dihydrocodeine Tartrate BP 7.46mg and the trusted pain relief of Paracetamol BP 500mg.

If you want to have a hand in Paramol's profitable success, talk to your Seton representative now.

PARAMOL®

DIHYDROCODEINE TARTRATE BP 7.46mg & PARACETAMOL BP 500mg

THERE'S NO STRONGER PAIN RELIEF WITHOUT PRESCRIPTION

Abbreviated Product Information. Presentation: Each white tablet engraved PARAMOL contains 500mg Paracetamol BP and 7.46mg Dihydrocodeine Tartrate BP. **Indications:** For the treatment of mild to moderate pain, including headache, migraine, febrile conditions, period pains, toothache and other dental pain, backache and other muscular aches and pains, and also as an anti-pyretic. **Dosage and Administration:** PARAMOL Tablets should, if possible, be taken during or after meals. **Adults and Children over 12 years:** 1 or 2 tablets every four to six hours. Do not exceed 8 tablets in any 24 hour period. **Children under 12 years:** Not recommended. **Contra-indications, warnings, etc.** **Contra-indications:** Respiratory depression, obstructive airways disease, hypersensitivity to paracetamol or any of the other constituents. **Warnings:** Dosage should be reduced in the elderly, in hyperthyroidism and chronic hepatic disease. Care is advised in the administration of paracetamol to patients with severe renal or hepatic impairment. Patients should be advised not to take other paracetamol containing products concurrently. Should be given with caution to patients with allergic disorders and should not be given during an attack of asthma. **Use in pregnancy and lactation:** Studies have shown no ill effects due to paracetamol used in the recommended dosage. Available published data does not contra-indicate breast feeding. **Side Effects:** These are rare in therapeutic doses. Constipation, if it occurs, is readily treated with a mild laxative. **Legal Category:** P. **Package Quantities and Retail Prices:** 12's £2.19, 24's £3.69, 36's £4.89. **P.L. Number:** 11314/0050. **P.L. Holder:** Seton Products Ltd, Oldham. **Date of Preparation:** August 1995. PARAMOL is a Registered Trade Mark. Further information is available on request from the Licence Holder.

Seton
Healthcare Group plc

Bach Rescue reprise

Bach Flower Remedies is relaunching its Bach Rescue Cream.

Now packaged in the same bright yellow as the Rescue Remedy, the cream has a cleansing and scaling effect for a wide range of skin conditions.

A new point of sale display unit, which contains nine creams together with information leaflets, will be available from October.

A trade pack of six



creams costs £10.08; the 30g tubes retail at \$3.05. **A Nelson & Co. Ltd. Tel: 0181 946 8527.**

Northern exposure

The latest Fisherman's Friends' promotion is offering consumers an opportunity to trek through the Alaskan tundra. And pharmacists can also win – if the winner is one of their customers, they win a \$500 travel voucher.

All consumers have to do is buy one of the special packs and say which five items they would take with them on their journey. Orders for the promotional packs can be either as single outers or as a money-saving composite pack **Nedan Confectionery Ltd. Tel: 01279 653465.**

Ferrosan is 'Crazy for You'

Ferrosan Healthcare is running a window display competition.

Twelve pharmacists will win a weekend break for two in London worth \$500 each, including a theatre trip to see the musical 'Crazy for You'.

To encourage participation, Ferrosan is offering Winter Care banners, posters, leaflets and shelf talkers.

● With every order for 25 or more cases, Ferrosan is offering an extra 17.5 per cent discount, plus \$25 or \$50 towards local advertising.

Ferrosan Healthcare. Tel: 01932 336366.

Fuji's on the ball with Giggs

Fuji Photo Film has signed Welsh soccer international Ryan Giggs in a 15-month promotional deal.

● Ironically, Fujifilm is sponsoring next year's European Championships – a sore point for Giggs, as Wales has failed to qualify for the event!

Fuji Photo Film (UK) Ltd. Tel: 0171 586 5900.

Seven Seas makes the dailys

A new two-month advertising campaign for Seven Seas' Pulse Pure Fish Oils has just broken in the national press.

With a \$1 million spend, the adverts appear in full-colour and promote the range's healthy heart message.

Seven Seas Health Care Ltd. Tel: 01482 75234.

Cleansing bars keep it Simple

Smith & Nephew is relaunching its Simple Glycerine Clear Soap as Simple Facial Cleansing Bar (\$1.59, 125g).

Packaged in the green and white Simple livery, the bar contains more than 10 per cent glycerine.

The bars are made using a traditional pouring method. The soap is then handcrafted,



taking three weeks to set. **Smith & Nephew Consumer Products Ltd. Tel: 0121 327 4750.**



Colgate targets the young ones

Colgate-Palmolive is expanding its range of children's oral care products with the launch of the Colgate Total Youth toothbrush.

The brush is designed to appeal to young teenagers with an ultra-compact head size and comes in bright, translucent colours.

Like the adult version, it incorporates the three-bristle system that simultaneously cleans on the surface and in-between teeth, and along the gum line.

Available from September 18, it will retail at \$2.29.

● Colgate-Palmolive is running a series of promotions across its

brands this autumn.

During September with Barclay Enterprise, Colgate Ultra Cavity Protection, Colgate Minty Gel, Colgate Tartar Control Formula, Colgate Bicarbonate of Soda Formula and Colgate 0-6 Gel will be promoted at a 12 for 11 price.

With Unichem, 100ml, 250ml and 500ml sizes of Colgate Plax will be on promotion at a 12 for ten price. Colgate Plax Actibrush is also on offer.

Two Soft & Gentle anti-perspirant promotions at Unichem are an extra-fill and a 12 for ten price. The Shave Gel is also on a 12 for ten price deal. **Colgate-Palmolive Ltd. Tel: 01483 302222.**

Skin sense

Whitehall Laboratories is backing its Anne French Deep Cleansing Milk with a £100,000 ad campaign in the teenage and women's press. The advertorial appears in September and October issues.

Whitehall Laboratories Ltd. Tel: 01628 669011.

Barbados babies

Unichem and Johnson & Johnson are joining forces to offer a prize draw where a holiday in Barbados is the prize. By ordering ten cases of Johnson's baby products and five cases of Unichem own-brand healthcare products, pharmacists will automatically qualify for the draw.

Unichem plc. Tel: 0181 391 2323.

On the scent

Around 200,000 free Hugo-scented postcards will be distributed by the London Cardguide from mid-September to mid-October. The campaign will hit restaurants, bars and clubs in London, Glasgow and Edinburgh, as well as cinemas across London, the Midlands and the North West.

Procter & Gamble (Cosmetic & Fragrances) Ltd. Tel: 01932 496000.

Limited editions

Jean Paul Gaultier is introducing a limited edition parfum extract of his designer scent in a brass metal corset bottle. It will retail at £98.

Kenneth Green Associates. Tel: 01372 469222.

Battery power

Energizer has launched a pre-packed Counter Unit, which carries 45 packs of Energizer batteries, broken down into a mix of the three most popular sizes. It costs £79.99.

Ever Ready Ltd. Tel: 0181 882 8661.

Deep Tan

Ceuta Healthcare is the new distributor for Deep Tan, a US range of sun care products.

Ceuta Healthcare. Tel: 01202 780558.

ON TV NEXT WEEK

Anadin Extra: All areas

Askit Powders: STV, GTV, C4

Imperial Leather Extra Care: All areas

Johnson & Johnson Baby Shampoo: All areas

Nyctol One-A-Night: All areas except LWT & GMTV

Palmolive 2-in-1: All areas

Poli-Grip Fresh: All areas

Rennie Rap-eze: All areas

Stardrops: Satellite

Tagamet Dual Action Liquid: All areas

Wisdom Contour: All areas

Wrigley's: All areas

GTV Grampian, B Border, BSKyB British Sky Broadcasting, C Central, CTV Channel Islands, LWT London Weekend, C4 Channel 4, U Ulster, G Granada, A Anglia, CAR Carlton, GMTV Breakfast Television, STV Scotland (central), Y Yorkshire, HTV Wales & West, M Meridian, TT Tyne Tees, W Westcountry



Reflection of Excellence

SmithKline Beecham is the *only* healthcare company whose scientific expertise is reflected in the important oral healthcare area. The result? A complete range of famous-name products you can trust to give first-class performance.

SmithKline Beecham's commitment is to continue to produce oral healthcare products that will innovate and grow this important market.

To support this commitment SmithKline Beecham is spending £16m on TV alone in 1995.


SmithKline Beecham
Consumer Healthcare

For further information on SmithKline Beecham Oral Healthcare products, please call 0181 560 5151.



Drinking in the sun sweets

Ernest Jackson has launched Sunkist C boiled fruit sweets.

Each contains 60mg of vitamin C coupled with an array of sunshine flavours: orange, lemon, pineapple and citrus. Each pack contains nine sweets and costs \$0.25.

The range is being targeted at teenagers. Brand loyalty will accrue from the multi-million pound activity on the core Sunkist brand.

The company has also announced the launch of Bassetts Jelly Babies Soft & Chewy Vitamins.

The vitamins come in the form of Jelly Baby heads and are suitable for use by adults and children aged over two years. The orange-flavoured, sugar-free chews contain vitamins A, C, D and E.

Ernest Jackson & Co Ltd.
Tel: 01363 772251.

The right touch ...

A new cinema advertising campaign for Durex condoms has just broken.

The \$500,000 campaign will run for eight weeks and breaks away from the scare tactics of safer sex advertising, with a 'Feeling is Everything' message.

The importance of touch as part of sensuality is emphasised by the casting of an actor who, in the final scene, is revealed to be blind.

LRC Products Ltd. Tel: 01992 451111.

Tea tree time for Wright's

Smith & Nephew is extending its recently-acquired Wright's Traditional Coal Tar Soap to two new products.

Wright's Handwash (250ml, \$1.99) and Shower Gel (200ml, \$1.99) both contain tea tree oil.

Tea tree oil is known for its natural anti-bacterial properties.

Both new products have a spicy and woody fragrance, which includes the use of other essential oils, such as rosemary, lavandin, clove, cedarwood and eucalyptus. Both are also 100 per cent soap-free and contain added moisturisers. Pack copy features the new strapline, 'for everyday freshness'.

Smith & Nephew Consumer Products Ltd. Tel: 0121 327 4750.



Rimmel takes Ultimate Care with cosmetics

In November, Rimmel will be introducing the **Ultimate Care** collection under its **Rimmel Silks** banner.

All products in the range contain Nutrival, an ingredient exclusive to Rimmel, which is a moisturising complex made up of thousands of microspheres that continuously release

their moisturising properties.

The range comprises: foundation (£5.45, four shades); face powder (£4.99, two shades); and a tinted powder called Natural Glow (£4.99).

Packaging is in frosted glass for the foundation, with gold caps and graphics; while the powders are

presented in golden compacts that feature a full-size mirror.

To encourage consumer trial the collection will be launched with a £1 cashback offer.

POS material will be available and includes a self-stick, wobblers and consumer leaflet. **Rimmel International Ltd. Tel: 01233 625076.**

Two-step treatment for Couperose control

Fine Fragrances & Cosmetics has reformulated its High Colour Control treatment into a new two-phase system specifically for the treatment of unwanted facial redness, known as couperose.

Phase one is the Colour Corrective Day

Cream (\$4.95, 50ml), which is a green-tinted cream to tone down the redness. Phase two is a Night Repair Cream (\$5.95, 50ml). Its key ingredients are extracts of camomile and St John's Wort to reduce facial redness, vitamin E and A to moisturise, allantoin

to aid healing and marigold extract to reduce capillary fragility.

Both products are repackaged in red, white and gold cartons to improve on-shelf impact.

Fine Fragrances & Cosmetics Ltd. Tel: 0181 979 8156.

Control Shaper offers styling option for men

Braun claims to be breaking new ground in male grooming with the Control Shaper, launched with the Christmas gift market in mind.

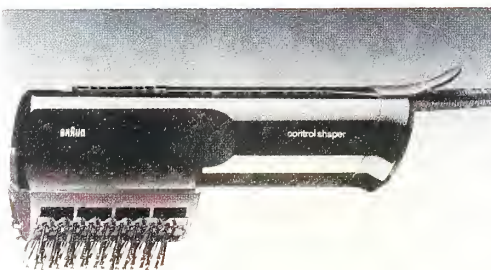
The hair styling appliance styles and dries in one action. A crossed bristle brush grips the shortest hair while a pivoting brush head ensures an optimum drying angle. With a 400w output and two airflow settings, the styler is

priced at \$29.99.

Control Shaper will be supported by a \$250,000 national press campaign,

starting in October and running until Christmas.

Braun (UK) Ltd. Tel: 01932 785611.



Product Information: Nurofen Plus

Each tablet contains ibuprofen BP 200mg and codeine phosphate BP 12.5mg.

Indications: Effective in the relief of migraine, headaches, neuralgia, dental pain, dysmenorrhoea, rheumatic and muscular pain, backache, feverishness, symptoms of colds and influenza.

Dosage and Administration: Adults and children over 12 years: Initial dose 2 tablets taken with water, then if necessary 1 or 2 tablets every 4-6 hours. Do not exceed 6 tablets in 24 hours.

Precautions and Warnings: As with some other pain relievers, Nurofen Plus should not be taken by patients with a stomach ulcer or other stomach disorder or hypersensitivity to ibuprofen or codeine. Patients receiving regular medication, asthmatics, anyone allergic to aspirin, and pregnant women should be advised to consult their doctor before taking Nurofen Plus. In normal use, side effects are very rare, but may occasionally include

dyspepsia, gastrointestinal intolerance and bleeding, constipation, nausea and skin rashes. Not recommended for children under 12. If symptoms persist for more than 7 days, patients should be advised to consult their doctor.

Product Licence Number: 0327/0082

Licence Holder: Crookes Healthcare Limited, Nottingham, NG2 3AA. **Legal Category:** P.

Price: Nurofen Plus 12's £1.85, 24's £3.39.

Date: June 1995.

Reference: 1. Busson, M., J. Int. Med. Res. 1986, 14, 53.

NUROFEN PLUS

Contains ibuprofen & codeine



*'Sometimes, when clients
give me a hard time,
I get a piercing headache
right behind my eyes.'*

'TAKE NUROFEN PLUS'

By adding the power of codeine to the proven efficacy and tolerability of ibuprofen¹, Nurofen Plus gives you an ideal recommendation for migraine, tension headaches and other indications requiring fast, extra-strength pain relief.

WHATEVER THE PAIN, YOU'VE GOT A NUROFEN ANSWER



Allan Sharpe looks out of the window of his Newbridge pharmacy – out into the Valleys surrounding Newport, South Wales – and wishes he was gardening. But instead he's busy. Busy tending to his patients and busy answering the telephone.

Ever since June, when the story broke of Mr Sharpe's system of privately dispensing NHS scripts if it benefited the patient financially, he has been under siege – from journalists the country over and from patients in search of the man the newspapers have called the Robin Hood of Newport.

But Mr Sharpe maintains he did not set out to boost his pharmacy income nor to achieve his 15 minutes of worldwide fame. The Newport-born pharmacist, who graduated from Bristol (now the University of Bath) and who bought his pharmacy in 1970, says he did what he did – and still does – for the good of the patient.

His 'system' started formally in 1984, the year of the big miners' strike, when Mr Sharpe was invited by his community health council to hear the problems of the local mining community. One of the issues arising from the debate was prescription charges and what could be done if an NHS prescription could be bought more cheaply on private prescription. He claims the Royal Pharmaceutical Society confirmed at the time that there was nothing in the contract, nor in law, to prevent this, although the Society cannot confirm that there was such a conversation.

A decade and one service committee hearing later, Mr Sharpe still has the same policy. Except that the prescription charge is \$5.25, and now he has a lot more customers. The man from Newport believes that he has not breached his contract and that patients and pharmacists can contract together in whatever way they wish.

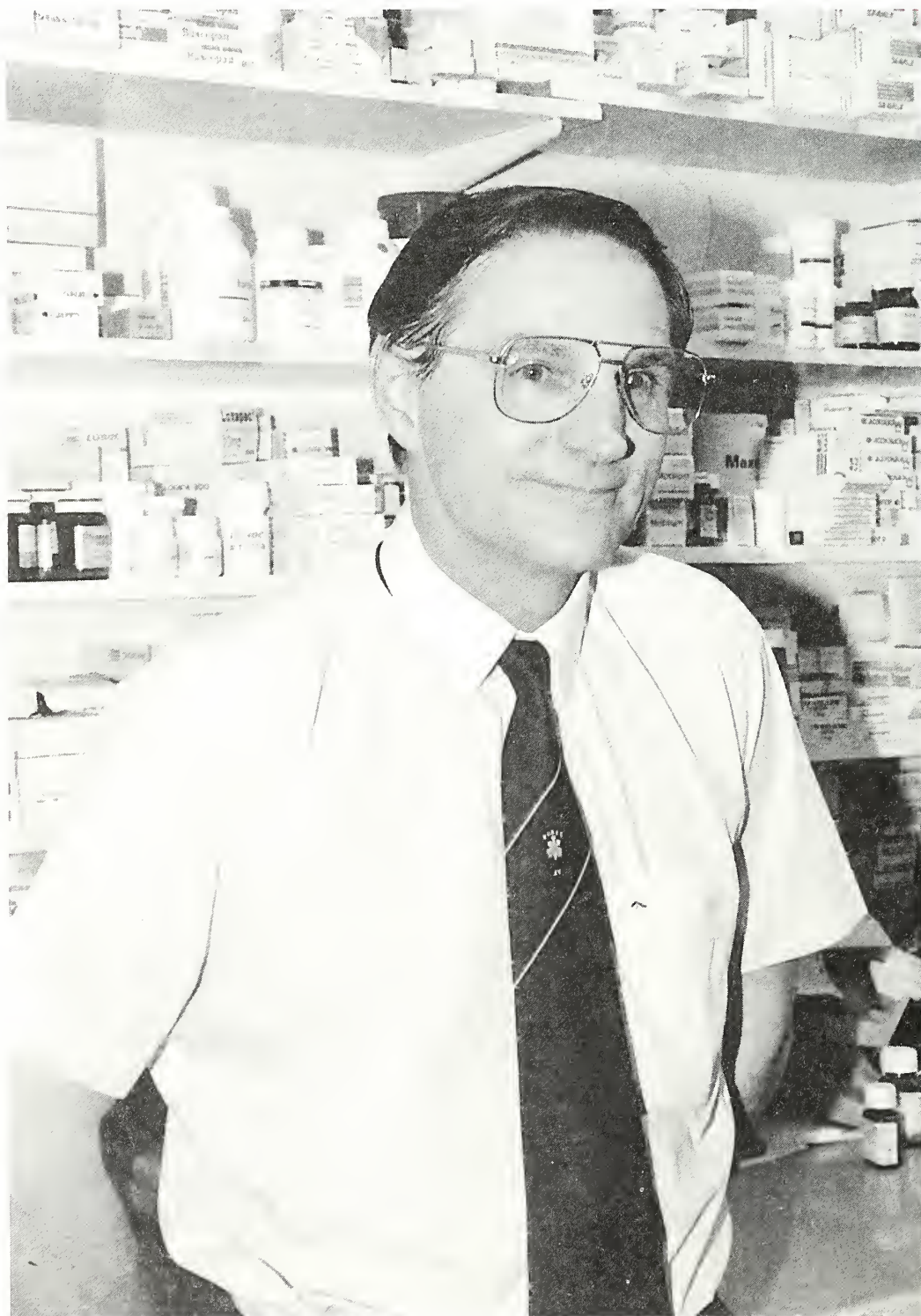
"Rather like the way you insure your car or your health you are always left with the choice to pay privately or claim on your insurance; that's how I regard the NHS; the NHS Act did not replace the Medicines Act, it just came in and offered a service; it should get back to being an insurance scheme."

The case, he believes, raises all sorts of wider questions, and exposes all kinds of nonsense within the current healthcare system.

What about non-contract pharmacies? "They can contract with the patient because there's a pharmacist, but as there's no contract [with the FHSA], there can be no breach. They can do this with impunity and if they

Sharpe's war

Mid-Glamorgan FHSA is about to deliver its verdict on Allan Sharpe. And Allan Sharpe is ready – for whatever it throws at him, as Ailsa Colquhoun found out



Allan Sharpe: dispensing privately for the good of the patient

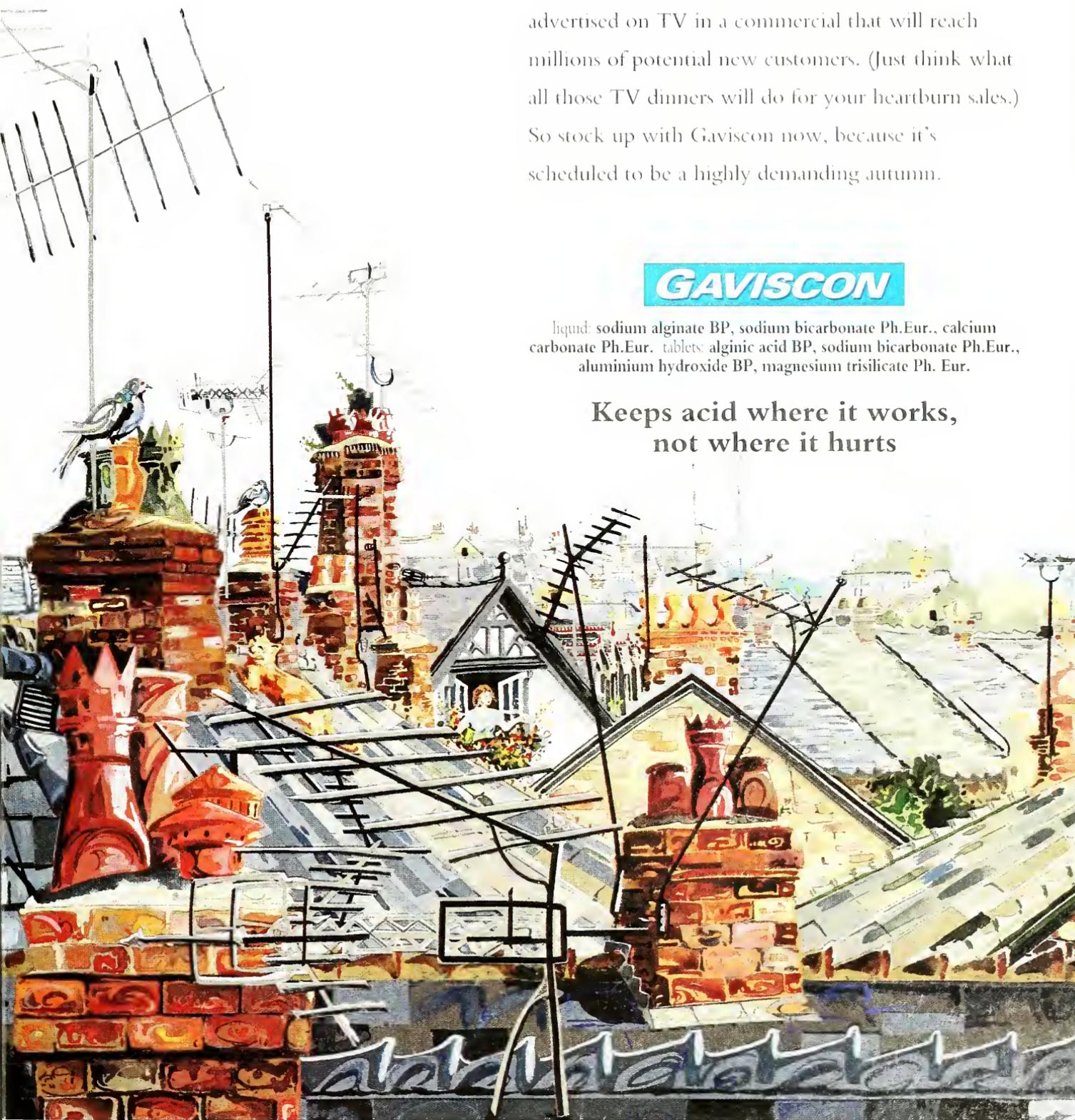
can, then why can't all us chaps with a contract?"

Secondly, the Government has told the British Medical Association

that doctors can write private prescriptions. "It's saying that the patient has a right to a private prescription and is en-

couraging GPs to write more private scripts – but not on its form.

Continued on P348 ►



advertised on TV in a commercial that will reach millions of potential new customers. (Just think what all those TV dinners will do for your heartburn sales.) So stock up with Gaviscon now, because it's scheduled to be a highly demanding autumn.

GAVISCON

liquid: sodium alginate BP, sodium bicarbonate Ph.Eur., calcium carbonate Ph.Eur. tablets: alginic acid BP, sodium bicarbonate Ph.Eur., aluminium hydroxide BP, magnesium trisilicate Ph. Eur.

**Keeps acid where it works,
not where it hurts**

GAVISCON

Keeps acid where it works,
not where it hurts

[illegible]

◀ Continued from P346

There's no logic in that."

Ready, and obviously familiar, with the necessary data, Mr Sharpe despatches two further arguments. Quoting Dale & Applebe's labelling requirements for dispensed medicinal products, he asks how OTC items can be legally sold in place of the ones requested on the script. "How can you protect the patient against some of the worst things that can happen to him if he takes an inappropriate medicine? The NHS is telling us that, when a script comes in, 'Don't dispense it privately, sell it OTC and we'll let you off'. That's tantamount to inciting us to commit an illegal act."

Neither can prescription charges be seen as a contribution to the NHS. "Had charges gone up in line with drug costs, then charges would be 90p today. In 1980, the net ingredient cost was £2.80, the charge 45p - 16 per cent of the average NIC; the current charge represents 80 per cent; if the same contribution is to be made to the cost of the medicine, the current charge ought not to be more than \$1."

The public pays anyway, he adds, through taxes and National Insurance. "The NHS has had its fingers in patients' pockets; it has found a way to make a profit out of sick people."

As for the argument that the loss to Government of prescription charge income will result in other NHS cutbacks, Mr Sharpe is equally dismissive. "Three hundred million pounds is raised through NHS charges. The drugs bill is \$4 billion, the contribution is already tiny and can be recouped through savings in other areas, especially the hospital sector; it's not cost-effective anyway when it deters so many from visiting their doctor."

More fundamentally, he believes the charge system is returning pharmacy to the 1950-60s, to the days of poly-pharmacy. And his proof? The number of co-products now on the market.

Putting the patient first in this way has won Mr Sharpe many friends. Since the case went public, Mr Sharpe has received hundreds of supportive letters - some from patients as far away as London.

Support has also come from more unexpected quarters, such as GPs (dispensing and non-dispensing) and other contractors.

Pity the same cannot be said of the professional bodies, says Mr Sharpe, who feels "badly let

down". The Society, he says, has not reacted at all and is sitting there waiting to see what Mid-Glamorgan has to say.

"It should be telling Mid-Glamorgan what it should say," he complains.

The National Pharmaceutical Association rates little better.

"They won't pull their fingers out and will not come out of their closets and ivory towers and take the risk involved in facing up to the Government. But if they don't, and soon, the NHS will take over this profession and then we might as well close down the ivory towers for we are not going to need them."

"Private companies are already

knocking on the door asking us to buy their indemnity. The NPA won't have a use soon if it doesn't begin to defend the pharmacist and the pharmacist's rights to contract with members of the public in the ancient way."

As the FHSA service committee waits to announce its decision on his case, Mr Sharpe feels a variety of emotions. He is saddened by the fact that it has taken a man from the Valleys to unite the professions, expose the

contradictions of the system and protect the integrity of the pharmacist and the pharmacist-patient relationship.

However, he is confident of the eventual outcome: "We will win. We are going to get round the rules anyway, so they might as well give in now."

This would give him a welcome opportunity to concentrate on other unsatisfactory elements within the NHS, such as the complaints procedure, which he feels is pitched against the defendant; and the charge system, which he feels was brought in "to curb some of the wilder demands being made of GPs" and which has now been rendered redundant by fundholding and the Selected List.

Even if he doesn't win, appeals at Welsh Office, House of Lords and European Court levels are planned, and Glenys Kinnock, MEP for his area, is already taking forward the case. "I'm glad to have done what I've done. I like things to be out in the open. If the profession is constantly hiding behind silly rules and bureaucracy because that's what the book says, then it's time to chuck the book out of the window."

However, fame has had its price. Mr Sharpe would rather not be in every newspaper or on every TV programme. "I'd rather be watching the sunset, listening to a bit of music," he says.

We will win. We are going to get round the rules, so they might as well give in



*Trust
Dentinox
to make it
better*

With over 25 years of manufacture of tried and trusted baby medicines, you know you can recommend Dentinox with confidence for use from birth onwards. So whether it is wind and griping pains, cradle cap or teething - trust Dentinox to make it better.

Dentinox

TRIED AND TRUSTED FOR BABIES

It's late on Friday night. A man in his mid-30s gives you this repeat prescription for fluoxetine. He tells you it's his second. He's a teacher and he lives alone. He complains of feeling anxious and fretful, something his new treatment hasn't helped at all. He has trouble sleeping. He seems quite upset ...

Age if under 17 years		Initials and one full forename	
yrs. mths.		Address	
Pharmacy Stamp			
Pharmacist's pack and quantity endorsement	No. of days treatment N.B. Ensure dose is stated	NP	Pricing Office use only
<p>Rx Fluoxetine 20mg Tdie (30)</p> <p>Temazepam caps 10mg</p> <p>Troate pm (7)</p>			
Signature of Doctor		Date	

Questions

1. Is this an adverse reaction to fluoxetine?
2. Would you say fluoxetine is the best choice in his case?
3. What alternative antidepressant might you suggest?
4. What action would you take now?
5. Should you take any special precautions when stopping selective serotonin re-uptake inhibitors (SSRIs)?
6. Can you suggest any other actions?

Answers

1. Perhaps – insomnia, anxiety and agitation are adverse reactions to fluoxetine, but they may also be features of depression.
2. You don't have enough information to make a judgment. If he had been suffering from anxiety before starting fluoxetine (from what he's said, he may have been), then SSRIs, which tend to be stimulating, might not have been the best choice.
3. As a first-line agent, a tricyclic

is a good choice, but bear in mind the problems of daytime sedation. Lofepramine causes less sedation and is better tolerated acutely than amitriptyline or imipramine. However, it is more expensive.

4. You should refer him back to the GP with the reassurance that his problems will be addressed. He should not stop taking fluoxetine in the meantime.

He is distressed so you might try contacting the surgery tomorrow morning to urge an early appointment. If you are really worried, contact the GP now.

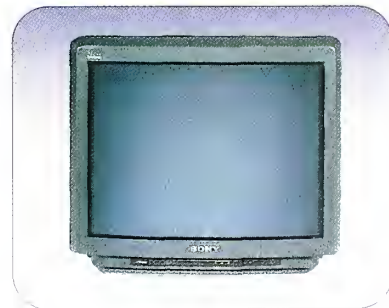
5. Yes – all should be withdrawn slowly to minimise the risk of adverse effects (extrapyramidal effects are commonest with paroxetine). This problem is greatest after eight weeks' treatment, but caution is needed at any time.

6. This man lives alone and could benefit from some support. Give him some contact numbers for local helplines. If a hypnotic is still needed, suggest that, as a matter of course, the GP prescribes temazepam tablets rather than the capsules which are more readily abused.

HAVE YOU WON WITH

GAVISCON?

This year if you stock Gaviscon, you're a winner because we've developed our most comprehensive program of support for the Pharmacist ever and we're confident that you'll benefit with a new improved sales performance.



What's more, you could be the lucky winner of a 25" Sony Trinitron Colour Television in our "New improved sales performance" promotion. Last week, as a registered UK retail Pharmacist, you will have received our Gaviscon "new improved sales performance" leaflet which features a unique draw number, exclusive to you. If your number matches the number featured below then you've won with Gaviscon! Simply call the Reckitt & Colman Hotline on 01482 583 423 quoting your name, address, and telephone number, and you'll soon be seeing things differently on your new 25" Sony Trinitron TV.

11,088

Remember, you can continue to win with Gaviscon by switching on to the National premiere of our Television advertisement on September 13th. See your Gaviscon "New improved sales performance" leaflet for further details.

Conditions – 1 No purchase necessary to play the Game 2 Claims must be made by telephone to the Reckitt & Colman Hotline before 29.9.95. 3 The winner agrees to participate in any post event publicity 4 The name of the winner can be obtained by sending a SAE to Reckitt & Colman, Dansom Lane, Hull HU8 7DS

GAVISCON

NEW IMPROVED SALES PERFORMANCE FOR YOU.



New Canesten Combi brings together in the same pack all your customers need for thrush: a pessary and a cream. It also gives *you* all you need: another exciting opportunity. Because Canesten Combi comes with excellent PORs and a complete support package. It includes a massive consumer advertising campaign, extensive POS and a full

Canesten Combi Prescribing Information Presentation A combination pack comprising one Canesten 1 Pessary (containing 500mg Clotrimazole BP) plus a 20g tube of Canesten 1% cream (containing 1.0% Clotrimazole BP). Canesten 1 Pessary is a convex, white pessary measuring 25mm x 6.5mm x 10mm and is marked 'Bayer' on one side and 'MU' on the other. **Uses** Pessary for candidal vaginitis; cream for associated vulvitis and to treat the sexual partner to prevent re-infection. **Dosage and Administration Adults** The single pessary should be inserted, preferably at night. Using the applicator provided, the pessary should be inserted as deeply as is comfortable into the vagina. This is best achieved when lying back with the legs bent up. The cream should be applied night and morning to the vulva and surrounding area and/or to the partner's penis to prevent re-infection. **Children** As Canesten 1 Pessary is used with an applicator, paediatric usage is not recommended. **Contra-indications** Hypersensitivity to clotrimazole. **Warnings and Precautions** Medical advice should be sought if this is the first time the patient has experienced symptoms of candidal vaginitis. Before using the pessary or cream, medical advice must be sought if any of the following are applicable: More than two infections of candidal vaginitis in the last six months; previous history of a sexually transmitted disease or exposure to partner with sexually transmitted disease; pregnancy or suspected pregnancy; aged under 16 or over 60 years; known hypersensitivity to imidazoles or other vaginal anti-fungal products. Canesten 1 Pessary and 1% cream should not be used if the patient has any of the following symptoms, whereupon medical advice should be sought: Irregular vaginal bleeding; abnormal vaginal bleeding or a blood-stained discharge; vulval or vaginal ulcers, blisters or sores; lower abdominal pain or dysuria; any adverse events such as redness, irritation or swelling associated with the treatment; fever or chills; nausea or vomiting; diarrhoea; foul smelling vaginal discharge. If no improvement in symptoms is seen after seven days, the patient should consult their doctor. **Side-effects** Rarely patients may experience local mild burning or irritation immediately after applying the cream or inserting the pessary. Very rarely, the




clotrimazole

Canesten[®]

It's all I need
in thrush treatments

range of educational material for your customers and staff. Our research shows women are enthusiastic about new Canesten Combi. So make sure they'll find it on your shelves – and please recommend it to your customers.

patient may find this irritation intolerable and stop treatment. Hypersensitivity reactions may occur. Use in Pregnancy In animal studies, clotrimazole has not been associated with teratogenic effects but following oral administration of high doses to rats there was evidence of foetotoxicity. The relevance of this effect to topical application in humans is not known. However, clotrimazole has been used in pregnant patients for over a decade without attributable adverse effects. It is therefore recommended that clotrimazole should be used in pregnancy only when considered necessary by the clinician. If used during pregnancy, extra care should be taken when using the applicator to prevent the possibility of mechanical trauma. Accidental oral ingestion In the event, routine measures such as gastric lavage should be performed as soon as possible after ingestion. **Pharmaceutical Precautions** Store below 25°C. **Legal Category** P. **Package Quantities and Basic NHS Cost** 1 x 500mg pessary packed in foil, plus a 20g tube of Canesten 1% cream. An applicator for the pessary, and a patient information leaflet are included. £4.25. **Further information Nil. Product Licence Numbers** Cream 1% 0010/0016R, 500mg Pessary 0010/0083. **Further information available from:** Bayer plc, Pharmaceutical Division, Bayer House, Strawberry Hill, Newbury, Berkshire RG14 1JA. Telephone 01635 56001. **Date of Preparation:** July 1995 © Bayer plc, July 1995. ® Registered trademark of Bayer AG. Bayer and  are trademarks of Bayer AG.

Pills, thrills and ancient remedies

Visitors to Chemex '95 totalled over 2,200 on the first day, with the organisers confident that last year's final figure of just over 4,000 people for the two days would be exceeded. Exhibition-goers caught up on the latest developments in science and technology, and witnessed the resurgence of some old-fashioned remedies ...



Ken Lamacraft of Australian Bodycare takes one of the show's first orders for a tea tree oil-based skin care range from Mr and Mrs N Shah of Bell Chemist, Princes Risborough, Buckinghamshire. The new range is now in 600-700 pharmacies across the country. The company will be distributing two new perfumes from October: designer unisex scent *Comme des Garçons* and men's fragrance *Faconnable*

Making the living Ezy

Apothecary Products launched new ranges of compliance and independent living aids.

Ezy-Dose is a line of compliance aids, while Ezy-Care is a selection of products for people with special needs. These in-

clude Pill-X to help with the opening of blister-packed tablets. Prices range from \$1.29-\$9.98. Full stand investments start at \$125 and go up to \$457.

Apothecary Products. Tel: 01942 518047.

Menopause supplement makes its debut

Herbalforce introduced a new herbal and vitamin supplement to help women maintain "overall health and positive outlook" during and after the menopause.

Menocare's formulation includes six herbs: chaste berry, passion flower, dong quai, kava

and Siberian ginseng. These are combined with vitamins E and D.

Presented in one a day capsules, a month's supply of 30 tablets retails at \$5.95.

Herbalforce Natural Products Ltd. Tel: 01666 505025.



Kia-ora real fruit pastilles didn't prove "too orangey" for members of the Jenks team ...

Energetic Weider

Weider Nutrition gave independent pharmacists their first chance to see the company's new Exceed energy range at Chemex, ahead of its official pharmacy launch at the start of October.

Developed to meet the needs of every cycle in an athlete's training, Exceed comprises: Protomax, a carbohydrate and protein drink mix to use in the preparation stages; Carbomax, carbohydrate-rich drink mix for intensive training and before endurance events; and Isomax, an isotonic fluid-replacement drink for during and after an event. All come in 450g tubs. Carbomax and Isomax retail at \$5.99, Protomax at \$5.99.

The company also unveiled its new-look Olympian Performance range. The new packaging has a more up to date image and style, with improved formulas and flavours.

Weider Nutrition Group. Tel: 01543 577322.

Tin Miners

It was back to the old days for pharmacists visiting the A L Simpkins & Co stand, as they were introduced to the latest Olde Miners' lozenge additions.

As well as the conventional cellophane pack, the company has added an old-fashioned rectangular tin for both its original and new peppermint variant.

The tins retail at \$0.89 and are available in outers of six. However, a special promotion, running from the end of the month, gives retailers 12 tins for the price of ten.

The company also announced that it is now distributing Dr Stuart's herbal teas – the only infusions to use pharmacopoeial grade herbs, making them twice the strength of ordinary teas.

Two new lines have been added to the range: Apple & Ginger and Elderflower & Lemon (\$1.35 for 20 sachets). To encourage consumer interest, says marketing manager David Castle, a sample box of herb and fruit collection teas are available. Each box contains ten sachets covering four different varieties (rsp \$0.89). Merchandising stands are also available.

A L Simpkins & Co Ltd. Tel: 0114 234 8736.

Pure power

Chemex saw the first pharmacy push for the Schoenenberger range of natural plant juices, introduced to the UK earlier this year. The 44-strong line-up of organic juices tackles a variety of problems. The retail price averages £3.95 for 160ml.

Phyto Pharmaceuticals Ltd. Tel: 01623 664334.

Chocs away

Pharmacists looking for a new avenue of profit should turn to chocolate for comfort was the advice from the Cadbury's stand. "Chemists are losing toiletry-type sales to the multiples and are now looking for sales through other product areas," says business development manager Les Duggan.

Cadbury Ltd. Tel: 01249 815200.

Santo goes sugar-free

Reman's honey from Germany is new to Santo's extensive range and is suitable for diabetics. It retails at £3.95. The company also introduced larger sizes of its Pretty Quick nail varnish remover (£2.75 for 140ml) and an acetone-free variant. Santo is currently looking for agents for the south of England.

Santo Products Ltd. Tel: 0181 381 2536.

Mask making

Thermal masks from the Cool Works range proved a big attraction at the David J Hart stand. The Eye mask (£5.95) reduces puffiness or tension and headaches. The Facial mask (£7.95) relaxes facial tension, stimulates circulation and restores a 'lively' appearance. The Body mask (£6.45) relieves inflammation, injury, muscle stiffness and aches.

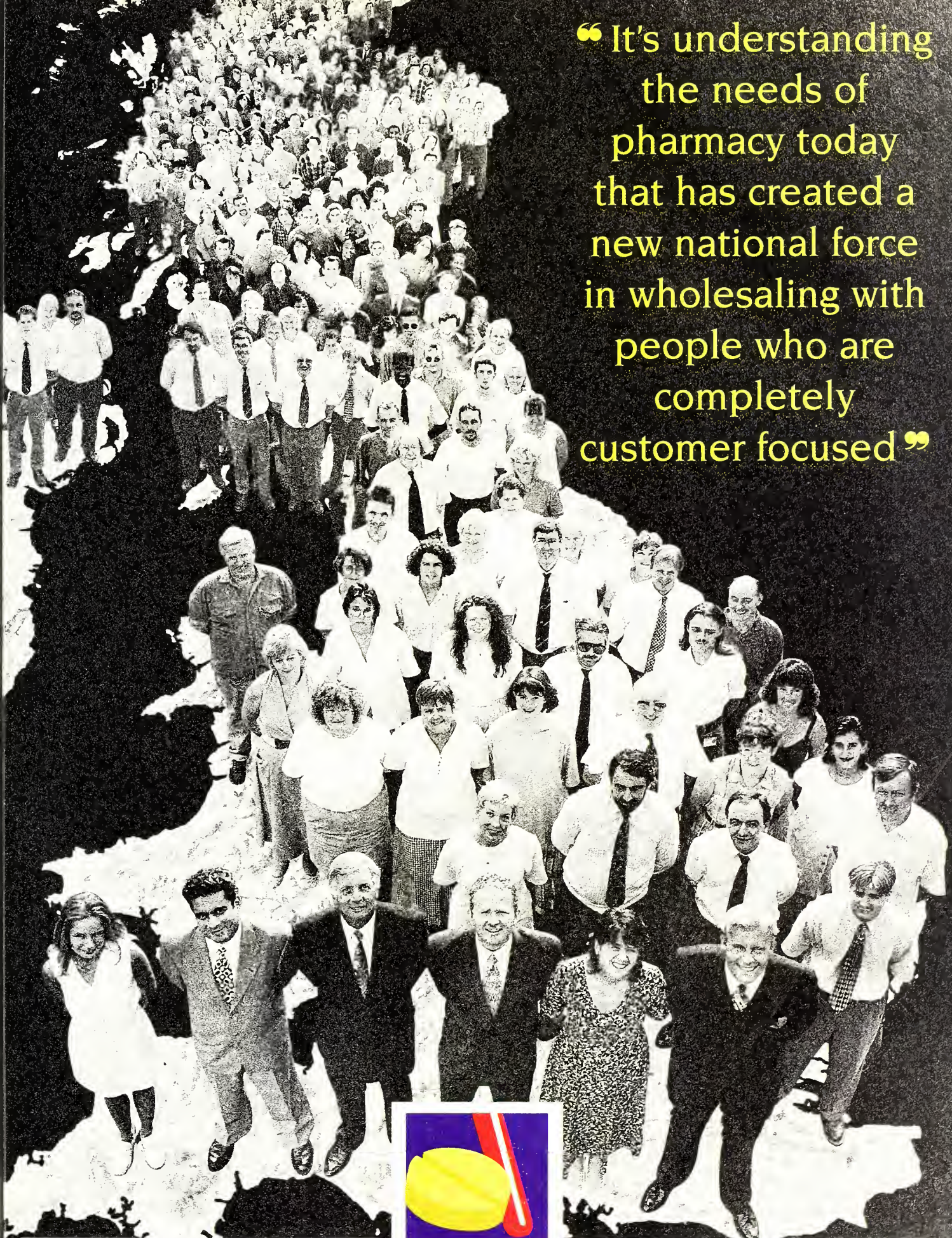
Oscar & Dehn Ltd. Tel: 0171 267 7352.

Travel companions

Astonish Products introduced its new Travel Mates range. It comprises four 30ml sprays: Odour Clear, Germ Clear, Starch and Spray 'n' Wipe. Each retails at £1.49.

Astonish Products Ltd. Tel: 01132 626062.

“It's understanding
the needs of
pharmacy today
that has created a
new national force
in wholesaling with
people who are
completely
customer focused”



Daniels
TRIDENT

Daniels
ENTERPRISE



Daniels
SURGICAL

Daniels
PHARMACEUTICAL

The new national force in wholesaling

Tea'd-off

German tea company Intertee has found the UK chemist trade difficult to penetrate with its range of fruit teas. It also markets a multivitamin, which it thought would be good for UK pharmacy distribution, but enquiries have been slow. It is currently looking for a UK distributor.

Intertee Schwedt & Gesing GmBH. Tel: 040 601 796164.

Musky offerings

Marie-France was promoting its new Natural Musk Collection: White Musk, Dewberry Musk, Midnight Musk and Vanilla Musk. The scents are available in a range of formats: eau de parfum natural sprays (55ml, £1.99), perfume oil (£0.69), body spray (£1.29), concentrated roll-on perfume (£0.99), hand and body lotion (500ml, £1.49) and foam bath (500ml, £1.49). In addition, the company launched a Bio Naturals skin care range: Avocado and Aloe Vera Hand Cream, Natural Apricot Facial Scrub, Vanilla Hand and Body Cream, Vitamin E Unfragranced All Over Body Cream, Evening Primrose Face & Body Cream, Royal Jelly Face & Body Cream, and Hand and Nail Cream. All retail at £1.49 for 300ml and will be available next month.

Marie-France Ltd. Tel: 0161 929 7110.

An oasis of beauty

Zara Dead Sea Salts exfoliate and revitalise the skin. Bath crystals are available in two sizes 1kg (£4.55) and 500g (£2.75). Zara Dead Sea Black Mud is recommended for cleansing and revitalising the face, body and hair. The Black Mud range includes a 150g tube of Mud (£4.95), facial wash (125ml, £4.95) and soap (90g, £2.45).

Eastern Promise Ltd. Tel: 01204 524262.

Do it yourself cosmetics!

An interesting addition to the International Pavilion was Keylab's packaging machine which was being promoted as a do it yourself cosmetics unit. The Angelica 3D machine enables active ingredients to be introduced to a polyphase gel in a number of patterns (whirls, squirls, stars, etc). The company also supplies the active ingredients to be added to a gel: vitamin E, A, collagen, ceramides, ginseng, chestnut, bilberry and borage are among the 12 available. At £5,000, it's a tidy investment, but could be an interesting addition to a beauty-orientated pharmacy.

Torpak Ltd. Tel: 0171 624 2101.

Atlantic crossing for Retinol skin care

The Retinol range of vitamin A skin care formulations was launched in the UK at the Chemex exhibition.

Already well established in the United States, Retinol products were attracting much interest from pharmacists at the show. The vitamin A cream, containing 400,000 international units of vit-

amin A, is available with sun-screen protection (\$27.50) or without (\$19.50).

Other products in the range include a vitamin A lotion (300,000 iu) with alpha hydroxy fruit acids (\$22.50), a triple-action thigh cream with aminophylline to tackle cellulite; as well as 1,400,000 units of vitamin

A (\$17.50) and an eye gel (\$17.50).

Retinol products are not tested on animals and are being distributed in the UK by Giorgio J (UK). Support for the range will include advertising in the women's press.

Giorgio J (UK) Ltd. Tel: 0171 235 3383.

Welsh rugby star to promote men's line

Llanelli scrum half Rupert Moon is to promote the new Savannah men's line from Terra Nova Toiletries - but he didn't make it to Chemex because his personal trainer wouldn't let him have the day off!

The brand's image and packaging is 'back to nature'. There are four skus and three gift sets: hair

and body shampoo and conditioner (200ml, \$2.49); after shave lotion (200ml, \$9.99); after shave soother (100ml, \$9.99); soap (100g, \$1.49); after shave and soap (\$9.99); after shave lotion and soap (\$9.99); and after shave and soothing lotion (\$14.99).

Terra Nova (Toiletries) Ltd. Tel: 01291 629096.

Afro-Caribbean company's exotic cosmetics

One of the busiest stands in the Beauty Hall was VBS Products, with its wide range of hair and nail items.

Specialising in Afro-Caribbean lines, the company was exhibiting Kiss nail care, which boasted some of the most exotic cosmetics at the show. These included Nail Dangles (rsp \$6.50-\$8), which are gold-plated jewellery for nails and Nail Art, temporary tattoos for nails (\$3.99).

A new line imported from Trinidad is TNT pure cocoa butter (\$1.99), and an addition to the Cher-Mere herbal toiletries range (also from Trinidad) is a hair food and body cream (\$3.99).

A line from Spain, Bump Stopper (\$3.99), is a new treatment cream which helps avoid the development of shaving bumps to which black men are particularly prone.

VBS Products. Tel: 0181 521 0656.



Argos vouchers to the tune of £200 were up for grabs on Pfizer Consumer Healthcare's stand - if you could manage a hole in one and not be intimidated by Ed, the giant head louse. Ronald Erbs of Austrian wholesaler DNR didn't have much luck!

A merry Christmas in store with Tommee Tippee's promotional Tree

A Christmas tree fully stocked with Tommee Tippee products was one of the major promotions on the Jackel stand at Chemex (\$137.65). Products on the stand included some of the new cuddly rattles. Also seen for the first time at Chemex - wrist rattles,

soft velour rattles and a musical clown.

Another deal for pharmacists looking ahead to the festive season is a Christmas box filled with an assortment of 15 vinyl rattles, retailing at \$1.29 each.

Jackel has always featured

character collections and this year proved no exception with practical eating and drinking utensils, featuring Pocahontas, The Lion King, Fireman Sam and 101 Dalmatians.

Jackel International Ltd. Tel: 0191 250 1864.



H Pattani of Drycare in Muswell Hill, London, pitted his wits against Health Perception's Memory Test computer. The company was promoting Seredrin, which it claims boosts the power of the memory. Mr Pattani was competing to win a case of product and a 24-karat, gold-plated tie pin. He is pictured with Health Perception's managing director, David Wilkie

Hair help from Helsinki

Bioscalin, the hair elixir developed at Helsinki University, made its first appearance at Chemex on the David J Hart stand.

Bioscalin is a deep pore scalp cleanser which the manufacturer says assists in the cleansing of residual hair and dandruff.

Bioscalin contains no alkali, cholesterol or lanolin, is hypo-allergenic, free of colouring additives and does not disturb the natural pH of the scalp.

A 60ml bottle with dropper retails at \$12.99.

David J Hart. Tel: 01992 522123.

Daniels Healthcare

Today, Daniels Healthcare is one of the largest and most experienced pharmaceutical wholesalers in the UK, offering a unique and diverse range of commercial services to independent chemists nationwide.

Daniels provides a unique combination of national coverage and local service, having combined the experience and expertise of some of the leading regional wholesalers into a single, national distribution force. John Hamilton Pharmaceutical in Scotland, Bleasdales in Yorkshire, Dobbin and Stewart in Northern Ireland and Daniels Pharmaceutical in the Midlands were all acquired and added alongside existing Barclay Pharmaceutical depots. The result provides an integrated, twice daily delivery, nationwide network with the personal touch of the regional wholesaler trading as Daniels Pharmaceutical.

Total healthcare package

In addition to this network, providing national coverage on OTC products, generics and ethical on a weekly service, the businesses of Enterprise and Trident, based in the Midlands, have now been placed with the new Daniels Pharmaceutical under the banner of Daniels Healthcare. The aim of this new integrated structure is to provide a unique and total healthcare package to all independent pharmacies across the country.

Daniels Surgical, based in the Midlands, offers next day delivery to customers nationwide, covering a full range of surgical, ostomy, mobility and 'easy living' aids for the elderly and disabled.

To support these new operations, a heavy investment programme in new computer systems and state of the art mechanical handling has enabled the rapid integration and re-organisation of the companies, to further improve overall customer service.

Personalised and experienced service

These developments are totally supported by experienced nationwide sales and management teams at both Daniels Pharmaceutical and Daniels Enterprise. The customer base

continues to receive the personalised local service which it had come to expect from the regional wholesaler, but now enjoys the added benefits of nationwide coverage, a more comprehensive stock range and the ability to obtain stocks from other depots within the network, which all represents a unique total healthcare package from the new force in pharmaceutical wholesaling.

Daniels Pharmaceutical

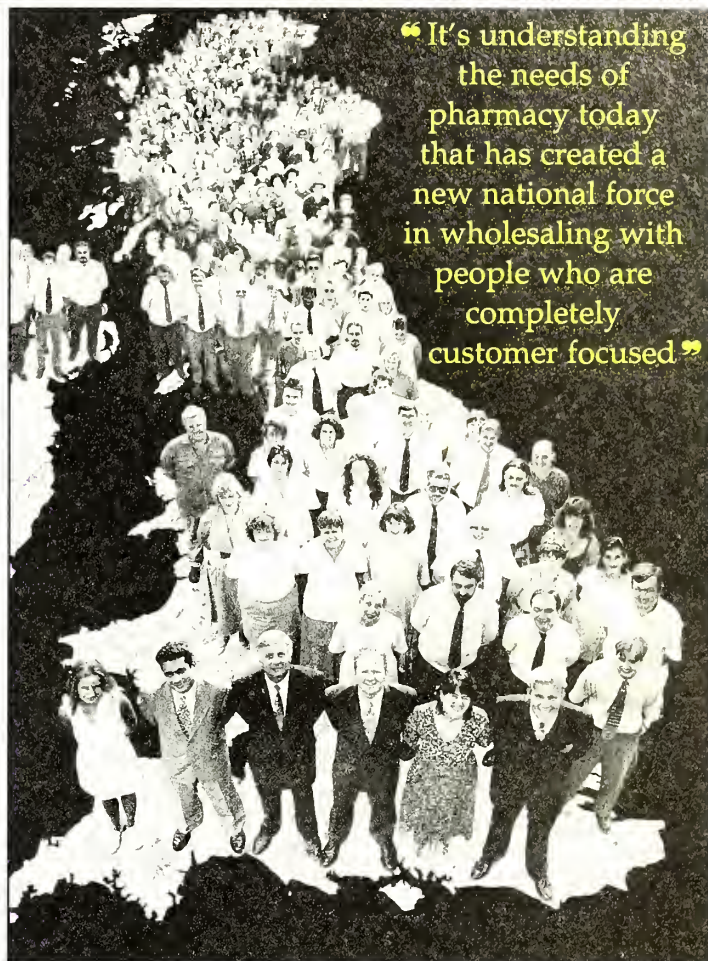
provides multiple and independent pharmacies with a fully integrated delivery system, supported by a national network of depots.

Products and services include:

- Full range of ethical products
- Glaxo range
- Comprehensive generic ranges
- OTC products next day service
- Stoma and ostomy products
- Twice daily delivery
- Localised Customer Service Departments
- Dedicated Business Development Managers
- Subsidised PMR Computer Systems
- Finance package for independent pharmacy
- Highly competitive trading terms

Daniels Trident

provides a comprehensive range of generics and parallel imports to customers via a weekly delivery at the most competitive prices. Products and services include over 500 leading generics and P.I. products with guaranteed lowest prices on promoted lines, coupled with weekly 'specials' at unbeatable prices. Special terms are available for bulk orders. There is no minimum requirement for orders which can be sent through using the direct freephone order line - 0800 61 42 72



"It's understanding the needs of pharmacy today that has created a new national force in wholesaling with people who are completely customer focused"

Daniels Enterprise

is the leading national wholesaler in the weekly distribution of OTC lines in the UK.

Products and services include:

- Weekly delivery of split OTC and bulk outers
- Over 7,000 OTC lines available at the most competitive prices
- A comprehensive range of ethical lines
- Glaxo products and additional discounts
- Highly competitive weekly ethical discount terms
- Electronic ordering through your PMR system
- Over 4,000 OTC, GSL medicines and healthfood lines available with discount in singles
- Comprehensive Enterprise Own Brand range
- The largest UK sales force caring for pharmacy

Daniels Surgical

offers next day delivery of surgical requisites on a national basis to independent chemists.

- Full range of surgical appliances
- Stoma and ostomy care products
- 'Easy Living' aids for the elderly and disabled

Daniels Healthcare

provides independent chemists across the country with a high frequency, rapid response product distribution service, complemented by a comprehensive range of essential support and retail development services.

Daniels Healthcare

sales teams offer some of the best discount terms and professional advice available in today's marketplace.

Daniels Healthcare

monitors performance at a local level through its Customer Service Departments as part of the drive to continuously improve customer service.

Daniels Healthcare

belief in personal service has always been key to the philosophy which is committed to supporting your pharmacy business.

The new national force in wholesaling



Daniels
HEALTHCARE

Agfa launches micro-mini

Agfa has launched the third minilab in its MSC series, the MSC 101. Retailing at £70,000, it is a three in one unit, which boasts a superior scanner, as well as a film and paper processing unit. Its enlarging facility goes from a 6x4 to A4. The unit only needs 14sq ft, can be wall-mounted and process up to 25 films an hour. **Agfa-Gevaert Ltd. Tel: 0181 560 2131.**

Slimmer security

Sensormatic had a new version of its Ultramax acoustic magnetic label, which is almost 50 per cent thinner than the original. Systems are available for rental or purchase and can be adapted to hard tags.

Sensormatic Ltd. Tel: 01442 231678.

Bookworm bonanza

One of the busiest stands at Chemex was Family Doctor Publications. New titles in the company's Understanding range tackle: Asthma (available this month), the Prostate, Epilepsy, Thyroid Disorders and Eating Disorders (available in October). **Family Doctor Publications. Tel: 0181 780 5020.**

Follow the Leader Lab

Photo-Me launched a new developer and printer unit called Leader Lab II. It follows on the success of its micro lab unit, Imager, which was introduced at last year's show and is now up and running in 100 chemists across the country. Leader Lab II is designed for bigger stores and retails at £35,000.

Photo-Me International Ltd. Tel: 01372 453399.

Really clean with Rainbow

Recsair UK demonstrated its Rainbow environmental cleaning system. Based on the principle that wet dust can't fly, the system uses a water reservoir to trap all the particles separated out in the body of the machine. Therefore no filters or bags are required and no dust is released into the atmosphere from the exhaust. This makes it useful around asthmatics or people with other breathing difficulties. It can be used on hard floors, carpets, bedding and furniture. It has proved popular with hospitals, hotels and shops, as well as in the home. Recsair is an National Pharmaceutical Association-approved supplier and the cost of the Rainbow system to NPA members is £850, plus VAT. It has a three-year guarantee. **Recsair UK. Tel: 0161 926 9595.**

HeadOffice help from Hadley Hutt

Hadley Hutt introduced its new PHLS HeadOffice at Chemex. The new system is designed to provide companies of three or more branches with a system which allows the activity of each branch to be monitored and controlled centrally.

The main HeadOffice module, consisting of the hardware and transmissions software, is linked to a number of software modules, including electronic mail, prescription statistics, stock reports (including top and bottom performers), database con-

trol and staff reports (hours worked, overtime, holidays, etc).

The advantage of the new system is that companies can select the modules most suited to their individual needs.

Hadley Hutt Computing Ltd. Tel: 01905 795335.

Positive Solutions' software upgrade

Visitors to the Positive Solutions stand at Chemex were able to see version 4.2 or JRCpos in action.

The latest upgrade is being trialled in a number of pharmacies to ensure any problems are ironed out before distribution.

Additional functions on the new version include the facility to monitor uncoded sales, download stock information from a laptop and display products with incomplete information.

Positive Solutions Ltd. Tel: 01772 620516.



APS Berk's stand was a show-stopper, with its James Bond/Indiana Jones theme. Punters could take a chance on the roulette wheel, or play a hand of blackjack ... And prizes on offer included a Range Rover and a safari holiday!

Interested Ob-servers for new pharmacy computer program

Ob-serve Business Computing's stand was inundated with pharmacists eager to find out about the new Ob-serve Pharmacist computer program.

The Ob-serve Retailer package allows pharmacists monthly book-keeping. With pharmacists comprising two-thirds of its cus-

tomers, Ob-serve decided to devise a program suited to them.

"The main advantage is that pharmacists can run two months at the same time. That's an added benefit, as a lot of retailers do not get their VAT return in until the second week of the month," says customer services manager

Cheryl Harris. The program also encompasses new facilities to recognise a variety of payment options: cash, coupons, milk tokens and credit cards.

Current users will be offered the new package at a discount.

Ob-serve Business Computing Ltd. Tel: 0116 277 7447.

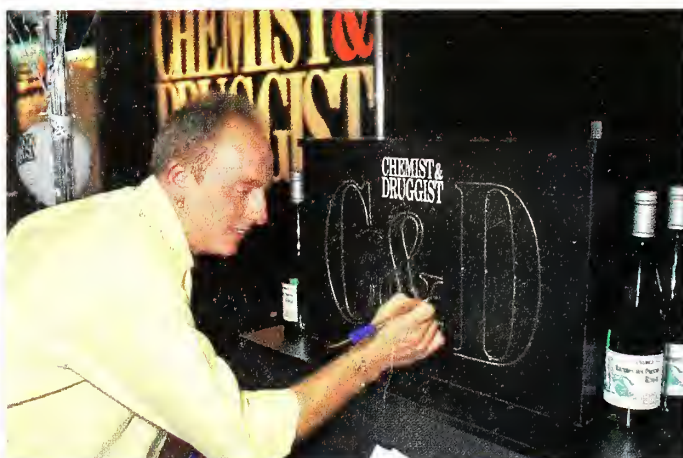
A Charming system from Channel

Channel Business Systems was busy at Chemex demonstrating its software on a new till which bridges the gap between traditional cash registers and PC-based POS terminals.

The IPC MPS 328 looks like an ordinary till, with a cash drawer

and receipt printer. However, it also incorporates a six-line display, which removes the need for a VDU, and it runs a special version of the company's CHARM PC-Till Manager software.

Channel Business Systems plc. Tel: 01444 235236.



Robert Doyle, a pharmacy assistant from Niti Pharmacy in Waltham Cross, London, is pictured getting the shock treatment on the *Chemist & Druggist* stand. Completing a successful buzz-free effort entitled visitors to a free bottle of Chateau C&D!



Michael Shaw of Academica displayed an exclusive collection of museum-quality copies of 16th-century Italian drug jars. A particular favourite is a jar he calls 'The Battle of the Venice Lagoon' (centre). The original jar is in the Montelupo Museum in Florence. Academica has recently been involved in a project with the University of Wales to produce a range of jars celebrating the Cardiff School of Pharmacy's 75th anniversary

PROFLEX STAYS IN PHARMACY

Zyma Healthcare is maintaining the pharmacy-only status of its ibuprofen brand PROFLEX.

Zyma Healthcare received a GSL licence for PROFLEX. Having listened to the concerns that pharmacists have expressed Zyma Healthcare have decided to restrict future sales of its ibuprofen products to pharmacy.

Zyma Healthcare have applied for a GSL licence for PROFLEX Cream and in due course would expect that also to be available as a GSL line exclusive to pharmacies.

The Zyma Healthcare business is based on a partnership with pharmacists and in taking this step the company is seeking to reassure pharmacists that their concerns are heard and understood.

Window on the WORLD

Elizabeth Roddick is a single-handed proprietor in Glasgow, but still manages to immerse herself in community life and pharmacy politics. A runner-up in last year's Glaxo Pharmaceuticals/C&D Community Pharmacy Award, she tells Adrienne de Mont why she goes for the personal touch in business

No customer goes away from Elizabeth Roddick's Glasgow pharmacy without having "a wee chat at the window".

The 'window' is a small opening between the dispensary and a semi-private counselling area in the front shop to which she invites everyone who collects a dispensed medicine. It is here that she makes sure they know how to take their medicines and finds out if they are experiencing any other problems.

"I've always thought that talking to patients is an important part of a pharmacist's job," she says. Although she has delegated the counting and pouring to someone else, she likes to hand out the medicine personally.

"Even if patients have had the medicine before, you can still find out all sorts of things that might otherwise go unnoticed. They might be experiencing side-effects, or they might have been taking a medicine for six months without seeing the doctor. I sometimes find that people who have been discharged from hospital are still taking the medicines they had before, because no one has told them to stop, or they are confused by generic and proprietary names."

Customers obviously like this personal service and it's good for business. What worries her is that some patients are surprised that a pharmacist is giving them so much attention.

This close contact means that

patient medication records are vital, as is keeping up to date. Her pharmacy, on Glasgow's busy Clarkston Road, serves people from all walks of life. Some are highly educated and ask very searching questions.

She tries to keep one step ahead by attending the Scottish Centre for Pharmacy Post-graduate Education courses; if she doesn't know the answer, she turns to the "very helpful" drug information department at Glasgow's Victoria Infirmary.

She also speaks highly of the College of Pharmacy Practice. "When I went through their training, I was surprised to find out how many things I thought I knew but didn't!"

First business

Mrs Roddick bought her first pharmacy in 1982, when she took over the business her father, James Ure, had run for nearly 50 years. Before that she had worked in a variety of pharmacies in Glasgow and Lanarkshire, including a year as relief manager for R Gordon Drummond.

But as soon as her father's business changed its name to Elizabeth F Ure, the local doctors moved 250 yards up the road and several other pharmacists threatened to leapfrog. Her solution was to buy a fish shop opposite the doctors' new surgery and move her business there.

As well as this practice of four GPs, she is close to a dental surgery and another part-time



A 'wee chat' at the window: Elizabeth Roddick in her dispensary – she sees talking to patients when they come to pick up their prescriptions as an important part of her job

practice of three GPs, so her turnover comes mostly from dispensing. Her OTC business focuses on medicines, which means staff training is essential to "let people know that when they come in here they get good information".

She does much of the training herself by taking the staff out to working lunches. She employs a dispensing technician, one full-time and four part-time assistants.

In the early years, she set up a prescription collection and delivery service to help her survive when another pharmacy opened next door. The service has grown to about ten deliveries a day, carried out by one of her assistants and a pensioner. If Elizabeth

wants to see a patient herself, she takes the medicines round in the evening. She delivers to the housebound within a three-mile radius of her outlet and picks up prescriptions from the surgery if required.

Her practice leaflet also offers domiciliary visits, which usually means a couple of calls a week, together with delivery of continence aids and stoma appliances. She can obtain wheelchairs and other aids for the disabled within 24 hours.

Much dispensing time is taken up supplying three residential homes. On Saturdays, and throughout the summer holidays, a pharmacy student from Strathclyde University is helping



to fill the Nomad and W+W monitored dosage systems for 80 patients, as part of an all-round pharmacy training. This year she had to extend her dispensary to make more room for the trays.

The homes provide the equipment, but she wonders why pharmacists have got into the situation of giving this service for little financial reward.

"Pharmacists should be giving the clinical input instead of filling trays for hours," she says.

"The homes have gained because they can now make some of their staff redundant."

She lives just 15 minutes from work and has become well known locally because of her keen involvement in the church, the youth club and groups for the elderly. The phrase "throwing herself into community life" took on a whole new meaning recently when she found herself jumping backwards over a 50ft cliff! She was with a group of

youngsters learning to abseil and felt it was important to join in: "I was almost a heart attack case by the time I got down!"

She loves giving talks on pharmacy to the elderly and women's groups. "They come up with some very interesting questions and it's an eye-opener the way they see pharmacy compared with the way we do. They have absolutely no idea about the extent of our training and it's nice to get over the fact that speed is not necessarily the essence in dispensing. You try to explain the complexities of medicines and they're goggle-eyed. You find that after these talks they have a different attitude – they come into the pharmacy and say: 'I'll just leave my script, don't rush.' They appreciate there's more to dispensing than labelling something off the shelf."

"I hope that, with the introduction of patient packs, the mechanics of dispensing will be easier and pharmacists will all be able to spend more time with patients. That can only be good for the profession."

Community liaison

Her contact with the elderly in her pharmacy means she can keep an eye on those who are becoming confused and might need extra help. She liaises with a community care assessor, so she can refer those people she thinks are deteriorating, possibly for home help or nursing.

"It's important for pharmacists to make these links because we probably see more of these elderly people than other health professionals do. Some of them are collecting repeat prescriptions and hardly ever see the GP, whereas we can look out for those who are having problems."

In 1994, the Community Council voted her Cathcart Personality of the Year, an award sponsored by Scottish Power for good work and help given to people in the area. The same year, she won the Schering Award for making links outside the profession, which included communication with GPs and training carers for Age Concern. 'Communication with GPs' was also the subject of a research project she carried out during 1992-93, funded by the Scottish Office.

She has carried out other small projects; one looked at diet and another at alcohol intake. She

asked customers if they would mind keeping a note of what they drank over two weeks: "I think they were all amazed what their alcohol intake had been, especially as it was concentrated into Friday and Saturday nights! It made them think about being a bit more careful."

She offers pregnancy testing, but decided against cholesterol and blood pressure measurement because a nearby Chest, Heart and Stroke Association shop offers free assessments.

On No Smoking Day she was one of five Glasgow pharmacies funded by the Health Board to employ locum while they ran 'Giving up smoking' clinics. Although she is still collating the results, she thinks she had one success out of 11 people, which is statistically significant and promising because these people just happened to come in for prescriptions rather than because they wanted to stop smoking.

One problem as a pharmacist offering this service is that you also need a locum while you follow up those who are trying to stop and she feels there is little anyone can do if smokers are not totally motivated.

It's easy to spend a long time with individual patients, asking them questions, taking an interest and carrying out surveys. But the main constraint for a single-handed proprietor is time, and she wonders sometimes if people look into the pharmacy, see a queue and decide not to wait.

"There's a danger of losing customers if you try to do too many extra things. And there's always the problem of stress!"

Her love of doing 'extra things' extends to a heavy commitment to pharmacy politics, and local colleagues joke that she is on every Scottish pharmacy committee known to man. For this she needs to employ a locum one day a week.

She is in her second year as vice chairman of the Scottish Executive, a member of the Scottish Pharmaceutical Federation Executive and Scottish Pharmaceutical General Council standing committee, vice chairman of her local Royal Pharmaceutical Society branch and chairman of the Health Board's area pharmaceutical committee.

Next year will be even busier for Elizabeth Roddick – the BP Conference is on her patch.

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RPR offer undervalues Fisons' strength in asthma market

Fisons has urged its shareholders to reject Rhone-Poulenc Rorer's \$1.7 billion hostile bid because it undervalues Fisons' strength in the respiratory drugs market.

A defence document has been sent to all shareholders detailing Fisons' device technologies, sales and marketing capabilities and product development. The first closing date for the RPR offer is September 11.

Fisons says RPR's offer fails to recognise two key advances it has made in delivery device technology. The first is a patented metered dose inhaler system, containing ozone-friendly hydrofluoroalkanes propellants, which complies with the stringent regulations of the Montreal Protocol on CFC phase-out. The second is the Ultrahaler, which Fisons believes will be the first multi-dose dry powder inhaler, due for release in the US.

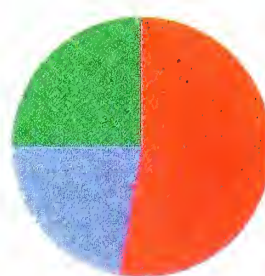
These developments are significant because they could extend patents of Fisons' existing asthma products, and

broaden the company's presence in the asthma drugs market through the relaunch of out of patent products, such as bronchodilators and steroids. They also provide Fisons with the opportunity to negotiate licensing and collaborative agreements with other companies in the future.

However, RPR has dismissed the document, saying most of the information was already known and was reflected in the offer.

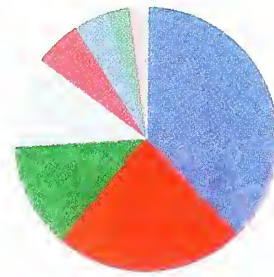
Although details about the filing of the Ultrahaler in 1997 were new, RPR believes normal regulatory time frames and competition from Astra's Turbuhaler means profits should not be expected until at least the end of the decade. Profits from Fisons' other device technologies are not envisaged for at least the next three to five years.

RPR chairman Robert Cawthorn says: "Fisons has yet to say anything which suggests that our current offer of 240p is not full and fair. Our cash offer is a significantly better alternative than



Respiratory 53%
Hayfever 22%
Other 25%

Fisons' global product franchise (percentage of 1994 sales)



US 38%
Japan 23%
UK 13%
Germany 11%
France 6%
Canada 4%
Spain 3%
Italy 2%

The eight largest respiratory markets by value

Fisons' uncertain future as an independent company."

Fisons' group treasurer, Geoff Henney, comments in response to this statement: "We believe that in our defence document we have highlighted elements that were not available previously to our shareholders."

Fisons also draws attention to the fact that, although respiratory and hayfever products are

its strengths, the company has retained royalty rights on a number of products under development in the central nervous system, cardiovascular, anti-obesity and respiratory fields.

RPR also overlooks its global sales and marketing network, which extends over 27 countries, with opportunities to exploit markets elsewhere, according to Fisons.

Drug demand soars due to grey market

Demand for pharmaceutical products is likely to increase more rapidly over the next decade as the number of elderly people grows, says a report from the Economist Intelligence Unit.

But the rapid growth in 1993 was a short-run blip rather than a reflection of the long-term trend and was not repeated in 1994. Rising expenditure on medical insurance is the main source of any growth in medical services. There is a trend towards private care as people become dissatisfied with, or are unable to get treatment from, the NHS.

Spending on medical goods rose extremely rapidly in 1994 and looks set to grow strongly in 1995. Consumer spending will inevitably be constrained over the next two years by tax increases implemented this year and last. Although there is a risk that the recovery in consumer spending will be completely halted, consumers will dip into their savings to maintain growth, and spending is expected to increase by 1.5 per cent in volume terms in 1995.

Asda denies attack on RPM

Asda has denied its loyalty card scheme is a deliberate attack on the Resale Price Maintenance agreement for medicines.

A spokeswoman says the company is not directly discounting medicines, rather it is helping customers with their total weekly shop. However, the company opposes the RPM in principle "because we don't believe others should tell us what price to charge for our goods".

The supermarket chain hit the headlines when details emerged last week that the loyalty card scheme would include medicines, thereby contravening the 25-year-old RPM.

Asda's scheme operates by customers collecting points for purchases - including GSL medicines - which can be redeemed against future purchases, among them medicines.

The scheme follows Asda's well-publicised attack on the Net Book Agreement, when the supermarket chain tried to discount best-selling novels.

Moss Chemists, which runs pharmacies in some Asda stores, has no involvement in the new

scheme. "We trade independently and follow our own policies on marketing and pricing," says managing director Barry Andrews.

He believes the case for RPM on medicines is stronger than ever, particularly with the introduction of pharmacy protocols, which enhance public safety.

Other supermarkets offer similar loyalty schemes, but Asda's is the first to be interpreted as an attack on the RPM.

Safeway customers can collect points on their total shopping bill, of which medicines can be a part, and can use the cash savings to pay for any goods, including medicines, at the till. But a spokesman denied this was a promotion on medicines, as the store was rewarding total spend, not just medicine purchases. In-store pharmacies are excluded from the scheme.

Tesco's Clubcard not only excludes all purchases from the pharmacy but also medicines bought in the supermarket. The company says it would encourage moves to provide "more cost-effective medicines".

As a pharmacy retailer, the company also wants to "ensure the continued safe use of medicines by consumers and also to ensure the public could continue to access retail pharmacy services easily".

Boots the Chemists supports the retention of the RPM, maintaining that the arguments that supported its retention in 1970 are just as relevant today. "Public safety should be the overriding consideration. The public should not be offered incentives to buy medicines they do not need or which may be inappropriate for their illness."

The Proprietary Articles Trade Association director, Gerry Haraway, says it will take action against Asda's plans if members demand it to do so. "Individual manufacturers have every right to take action, too, if they find instances of price-cutting on medicines," he adds.

National Pharmaceutical Association director Tim Asill regards the move as a form of discounting medicines. He says Asda's scheme is "the thin end of a very sinister wedge".

Lemsip and Gaviskon lead the charge for Reckitt & Colman

Lemsip, Gaviskon, Fybogel in the UK and Ireland, and Dettol in Asia were strong performers for Reckitt & Colman's pharmaceutical division in the first half of this year.

The division had sales of \$113.4 million (91: \$107m) and operating profits of \$28.1m (\$27.6m). Household and toiletry, the group's biggest earner, showed first half sales of \$911.5m and operating profits of \$140.1m.

Overall growth was stymied by higher than expected costs of integrating US acquisition L&F Household. The company maintained the one-off costs will have no effect in the second half, when benefits of the acquisition will be more evident.

Pre-tax profits for the group were \$149.6m – before exceptional and non-operating items – against \$149m last year. Gains from disposal of its foods and drinks business brought overall pre-tax profits to \$316.4m, compared with \$123.3m last year.

Sales from continuing operations were \$1.13 billion, an 18 per cent increase over 1994. The increase was mainly due to the L&F acquisition.

The European markets were the most successful for the group, with sales of \$400.6m and operating profits of \$73m, \$11.1m up on the same time last year.

UK drug sales increase

UK pharmacies experienced one of the largest increases in drug sales in Europe in the half year to June, but still lag behind France, Germany and Italy in total sales.

The latest IMS Drug Monitor report shows a 9 per cent increase for the UK to \$3 billion, just 1 per cent lower than the average world increase. The UK still ranks number four, below the bigger-spending countries of Germany (\$8.2bn), France (\$7.2bn) and Italy (\$3.8bn). Spain out-

stripped the world average with the largest overall increase: 13 per cent to \$2.3bn.

The US still spends the most on drugs – \$27bn, an 11 per cent increase on the same period last year. Japan was the second largest consumer, with sales of \$13.4bn, an 11 per cent increase.

Anti-infectives and respiratory drugs were the fastest-growing therapeutic categories, increasing 19 per cent to \$7.6bn and \$7.2bn respectively.



Unichem is investing heavily in its own-brand product portfolio this autumn with the relaunch and repacking of 100 core healthcare lines (see Counterpoints p340). Tony Foreman, director of sales and marketing, heads the team backing the initiative, flanked by Janice King, general manager marketing (left), and Pippa Trounce, own-label manager (right)

Bogus film

Konica has issued a warning about bogus film circulating in the north of the country.

The box is identical to Konica XG100, but carries the name 'Monika'. The cassettes contain photographic film, unlike an earlier fraud in which they were packed with magnetic tape, but there are no frame numbers or DX coding.

Kevin Day, Konica's director of sales and marketing, says: "It's clearly a very sophisticated operation. We have identified the cassettes as Fuji's. The film, by an as yet unknown manufacturer – which we suspect has been bought cheaply as out of date stock – has evidently been loaded in darkroom conditions."

The expiry date – August 1998 – is far later than would be expected of a genuine film.

The bogus product first appeared in Bradford, reportedly at a car boot sale, and is now turning up in Manchester, Birmingham and Blackpool.

Trading standards officers are being called in to investigate and Konica suggests that anyone coming across the film should inform their local trading standards office.

COMING EVENTS

September 12 Dudley & Stourbridge Branch, RPSGB

At the Medical Services Centre, Corbett Hospital, Stourbridge, 7.30 for 8pm. First aid with Doreen Clifton, instructor with the British Red Cross Society.

Advance information

The Welsh Centre for Pharmacy Practice is holding a joint meeting with the College of Pharmacy Practice on 'Continuing Professional Development' on September 12 in St Asaph, Clwyd. Call David Morgan on 01352 700227, ext 2097.

The United Bristol Healthcare NHS Trust's South & West Drug Information and Training is holding a course for the diploma in clinical pharmacy at Bristol Royal Infirmary on September 26-28. Call Michele Cossey on 01179 283542.

International Congress for the History of Pharmacy, Paris, September 25-29. Call Albine Conseil on (33 1) 47 47 57 37.

Moves afoot for Scholl

A minority shareholder in footcare group Scholl has called for the replacement of the board, with the aim of seeking bidders for the company.

The move came as the footcare group announced an 18 per cent rise in interim pre-tax profits to \$11.8 million. The company has also appointed a new chief executive – Colin Brown, formerly head of Reckitt & Colman's European operations, will take over from Neil Franchino.

UKAV, the minority shareholder, which together with clients of J O Hambro holds a 15 per cent stake in Scholl, says it will requisition an extraordinary

general meeting. If its nominees are elected to the board, they will appoint an independent investment bank to seek out potential acquirers for the company.

Julian Treger, UKAV spokesman, says Scholl's expected results for this year take the company's earnings per share back to where it was in 1991. He maintains the brand is not viable as a standalone company and "is worth considerably more to a large international consumer products group".

Gordon Stevens, chairman of Scholl, says the board has yet to receive a requisition of an EGM. The board, he says, "wholly

refutes the intemperate and inaccurate statements" made by UKAV.

"Today's excellent half-year figures are particularly encouraging for a transitional year in which the major business reorganisation, announced last year, is taking place," he says.

Interim figures published this week show an increase in group sales from \$100.1m to \$109.7m and gross margins eased slightly from 54.6 to 53.7 per cent.

When news of the UKAV's reached the stock exchange, Scholl's share price rose 45p to 239p, valuing the company at \$162m.

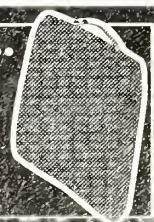


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with a full CV to the address shown below.

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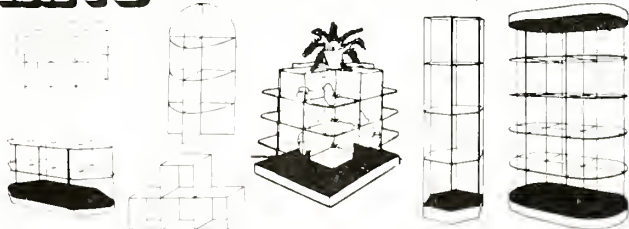
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ABOUT people

Westburys scents success

Double celebrations were in order for Westburys Chemists in Streatham, south London, as the company marked its tenth anniversary with the opening of a new beauty and perfumery department.

It was officially opened by Unichem chief executive Jeff Harris, a former colleague and personal friend of Westburys' pharmacist director, Jitu Gathani. "He sold me the shop ten years ago and started me off in business," says Mr Gathani.

Around 400 guests, including company representatives, people involved in the pharmacy business and staff at Westburys, were invited to the opening, which was followed by a lunchtime party at two local restaurants.

Mr Gathani, who runs the pharmacy with chairman Dato Mohammed Sulhman, invested \$100,000 in refitting the shop with a 1,200sq ft beauty and perfumery section and has recruited two extra beauty consultants. The pharmacy has picked up most of the top perfumery agencies since Pratts department store in Streatham High Street closed four years ago. "I see a lot of potential. Since Pratts closed, there has been a void in serving the area," says Mr Gathani.

Lottery winners on TV



Smiling all the way to the bank are (left to right): Linda Ford, Sarah Bradley, Andrew Hall, Hilary Williams and June Cross

The Preston pharmacy National Lottery winners rubbed shoulders with former Olympic swimmer Adrian Moorehouse and magician David Copperfield on last week's 'National Lottery Live' television show.

Pharmacy manager Andrew Hall and his four assistants from T Walne's Chemist in Ashton-on-Ribble, who won the jackpot two weeks ago (see last week's C&D), went on TV to talk about how they were going to spend their \$446,951.80 share of the win.

Mr Hall says it was a nerve-

wracking experience, which was made worse because their coach arrived late, leaving only 15 minutes to get ready. After a quick rehearsal, they were put straight in front of the cameras.

At the studios, Mr Hall met Adrian Moorehouse, who is on the Lottery committee, and was congratulated by David Copperfield when he bumped into him backstage.

All the winners plan to carry on working in the pharmacy in the meantime. "We can't leave people in the lurch," says Mr Hall.

APPOINTMENTS

Smithkline Beecham has appointed **Howard Pien** as managing director and senior vice president of its UK pharmaceutical business. He will be based at Welwyn Garden City. **John Lavery** has joined AAH Pharmaceuticals as a sales representative for the company's northern division.

Waverley Pharmaceutical has made **Alan Stott** head of finance.

Carl Hutber has taken on the new position of business manager at Fotostop Express.

Biro Bic has added to its sales and marketing team. **Alex Carson** joins from Scholl Consumer Products as national sales manager, mass market products. **Oliver Adnan** becomes product manager.

Karen Wigglesworth is appointed territory manager for the East Midlands, while **Graham Beard** becomes territory manager for the East Anglia region.

David McNaughton is the latest recruit to Pharmaceutical Care Services, with initial responsibilities for training. Previously, he was clinical services manager at the Edinburgh pharmacy chain Lindsay & Gilmour.

Charles Atkins has been appointed managing director of the retail display equipment and shopfitter Beanstalk.

Wilts' pharmacists collect their just desserts from local MPs



The first 20 Wiltshire pharmacists have successfully completed a training course which should allow them to give better health advice to customers.

The scheme - called 'Pharmacy Promoting Health' - has been put together jointly by Wiltshire Local Pharmaceutical Committee and the Health Commission for Wiltshire & Bath. Pharmacies taking part will offer a leaflet to customers explaining the service.

MP Simon Coombs congratulates successful candidates (left to right) **Sally Eckersley** (Swindon), **Wiltshire LPC secretary Ray Jephson** (Wroughton), **Ken Schofield** (Westlea), **Beverley Warner** (Calne), **Janine Jephson** (Wroughton) and **Helen Donnelly**

The Health Commission put \$20,000 behind the scheme in 1994 and \$36,000 this year. Another 20-strong course starts at the beginning of September, and pharmacists are currently being recruited for a third.

It is hoped all 90 pharmacists in the Health Commission area will go through the programme eventually. The LPC is meeting its officers on September 12 in a bid to secure further funding.

Participants are required to attend seven one-day training sessions over a period of months, plus evening follow-up meetings. The training is provided by King's College, London.

Those completing the course were presented with certificates at two ceremonies by local MPs **Simon Coombs** and **Robert Key**.

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Patients should familiarise themselves with the method of administration. During application the

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Hypotension may be corrected by elevation of the legs to promote venous return. Methaemoglobinemia should be treated by intravenous methylene blue. Symptomatic treatment should be given for respiratory and circulatory defects in more serious cases. **LEGAL CATEGORY:** Pharmacy. **PACKAGE QUANTITIES and NHS Price:** Bottle of 11.2g of solution (equivalent to approximately 200 doses) £4.10 at 23/5/95. **PRODUCT LICENCE NUMBER:** 03759/0042.

Further information is available on request from: Lipla Pharmaceuticals Limited, Harrier House, High Street, Yewsey, West Drayton, Middlesex UB7 7QG. Date of preparation: June 1995. LIP 448.

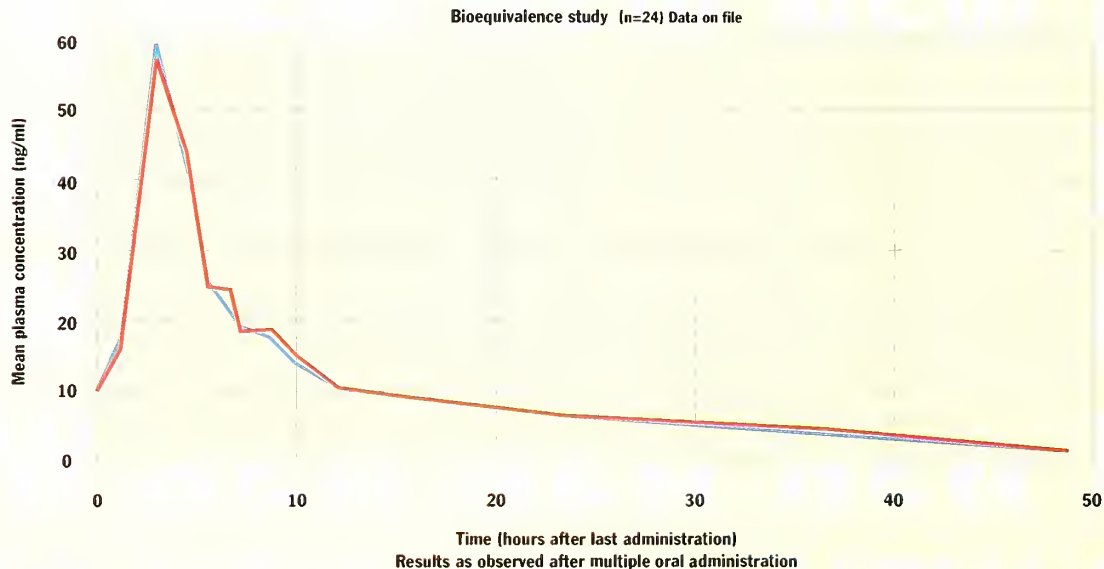


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Precautions: care should be taken with patients who have hepatic impairment or who have poor cardiac reserve. Diabetic patients should be carefully monitored. Combination with other anti-hypertensive therapy may cause increased hypotensive effect. Interactions with cimetidine, quinidine, digoxin,

theophylline, phenytoin and tubocurarine have been reported.

Side effects: dizziness, flushing, headaches, hypotension, tachycardia, palpitations and ankle oedema may occur. Less common side effects are gastrointestinal disturbances, increased micturition, rash, pruritus, urticaria, lethargy, paraesthesiae, myalgia, tremor, visual disturbance, gingival hyperplasia, and gynaecomastia. Rare cases of hypersensitivity-type jaundice and intra-hepatic cholestasis have occurred.

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